



DURATION

- Two-hour pre-webinar briefing
- Three-hour sessions over five weekdays

NEXT RUN (GMT +8)

- 7 Jan 2022, 3.00 pm - 5.00 pm
- 10 to 14 Jan 2022, 3.00 pm - 6.00 pm

FEES PER PARTICIPANT
(not inclusive of GST)

- Standard fees: S\$1,400
- Subsidised fees: S\$1,000
(for Singapore Government Agencies, SMEs and Public Research Institutions)

LOCATION
Zoom

REGISTRATION DEADLINE

24 Dec 2021

CONTACT PERSON

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OVERVIEW

Cultivate Business Growth through Open Innovation and Collaboration

In today's complex and competitive business world, companies that do not innovate risk being obsolete and irrelevant. Instead of relying entirely on internal ideas, open innovation allows companies to tap onto external ideas and technologies for their own businesses, while allowing their unused ideas to be used by others.

The five-day Open Innovation Webinar offers innovation managers from corporates, SMEs or government agencies insights into how open innovation can work for their organisations, and give them access to tools and platforms offered by IPI to accelerate their innovation journeys through collaboration.

KEY BENEFITS

This industry-oriented and hands-on webinar empowers participants to:

- Understand the concept of Open Innovation and its best practices to accelerate internal innovation.
- Apply different types of Open Innovation tools and platforms at the workplace.
- Understand and access the global innovation networks.
- Acquire the basics of Intellectual Property (IP) Rights, concepts in IP management and equip with knowledge on IP strategy in Open Innovation.
- Learn more about challenge-driven innovation and platforms to support such innovation challenge initiatives within the organisation and with external partners.

WHO SHOULD ATTEND

Leaders and managers who are interested to apply open innovation strategies to bring new products and services to market more quickly, including:

- R&D or innovation and enterprise managers and officers
- Corporate and SME innovation managers

PAST PARTICIPANTS

- Chief Executive Officer
- Chairman
- Assistant Development Partner
- Lecturer
- Chief Sales Officer
- R&D Officer
- Technology Manager
- Operation and Technology Roadmap Facilitator

TRAINERS



Dr Sze Tiam Lin
Head of Innovation &
Technology, IPI



Michael Goh
Deputy Head of Innovation &
Technology, IPI



Alvin How
Head, Food,
Healthcare and
Sustainability, IPI

NOTES TO PARTICIPANTS

- Participants are strongly advised to apply at least 3 weeks in advance.
- Applications received after the registration deadline will be considered based on space availability.
- As this is a hands-on webinar, participants are advised to identify some technologies or problem statements as materials to prepare for the practical sessions.
- Please prepare laptops or electronic devices that has internet access for the group discussions and practical assignments.

OVERVIEW OF MODULES

Refer to Annex A: Module Outlines for more information

Day 1	Introduction to Open Innovation
Day 2	Introduction to Intellectual Property (IP) and IP Management
Day 3	Understanding and Accessing Innovation Networks
Day 4	Essentials of IP Strategy in Open Innovation
Day 5	Essential Tools and Platforms to Support Open Innovation and Challenge-Driven Open Innovation

ANNEX A: MODULE OUTLINES

1. Introduction to Open Innovation

The concept of Open Innovation will be introduced in this module. Open Innovation addresses a new imperative for business growth by purposeful inflow and outflow of knowledge to accelerate internal innovation. The benefits and challenges of adopting Open Innovation will be discussed and illustrated with real-life case studies. You will learn how Open Innovation works for corporates and SMEs, and the roles of public and private intermediaries in accelerating product to the market. Measuring, evaluating and stimulating Open Innovation in a company will be discussed.

2. Introduction to Intellectual Property (IP) and IP Management

You will gain an overview of the different forms of intellectual property (IP) and the basics of IP management. The module will cover the IP rights associated with different forms of IP such as patents, copyright, trademarks, confidential information and industrial designs. You will learn the decision-making processes that goes behind IP ownership, as well as key considerations in reaching IP ownership decisions.

3. Understanding and Accessing Innovation Networks

The module provides an overview of innovation networks in the public and private sectors, local and overseas that support your Open Innovation journey. A survey and introduction of Singapore's innovation landscape, stakeholders and networks will be presented. With this understanding, it will enable you to learn and gain access to similar innovation networks worldwide. The roles of S&T and partnership intermediaries around the world will be introduced including innovation networks such as Enterprise Europe Network (EEN) which you can tap on to support your business, technology transfer and R&D collaboration.

4. Essentials of IP Strategy in Open Innovation

In this module, the basics of IP strategy to support your business needs will be presented. It will discuss how IP strategy can protect and facilitate bi-directional flow of knowledge to support Open Innovation. The module will introduce IP licensing and collaboration models with Institutes of Higher Learning (IHLs) and discuss the treatment of IP ownership and right-of-use of the background and foreground IP in a research collaboration agreement. The module will equip you with knowledge on different collaboration models between industry, government agencies and IHL or Research Institutes in the context of IP ownerships, right-of-use and considerations for successful collaborations.

5. Essentials Tools and Platforms to Support Open Innovation

This module offers rich resources to assist your search for innovation opportunities, funding, IP advisory and services, to innovation facilitation tools and Open Innovation platforms to support and accelerate your collaboration process. From online IP marketplace and Tech Expert, to patent database and market report, you can fast-track your search for partnership opportunities. In addition, the module will introduce facilitating tools like technology road-mapping, design thinking and Open Innovation Canvas to aid your innovation process.

6. Challenge-Driven Open Innovation

The basics, benefits and steps of challenge-driven innovation will be covered in this module. You will learn strategies and techniques to define challenge and problem statements that meet the objectives of your innovation call. You will also practice drafting effective challenge or problem statements through a hands-on exercise, and learn how to leverage online platforms to post your problems or challenges.

ANNEX B: TRAINERS' PROFILES



Dr Sze Tiam Lin
Head of Innovation
& Technology, IPI

Dr Sze Tiam Lin is the Head of Innovation & Technology IPI, an affiliate of Enterprise Singapore set up to catalyse and enable enterprises to grow their business through technology and innovation. IPI promotes Open Innovation, and works with enterprises to source for technologies both locally or from abroad; and facilitates R&D collaboration and technology transfer to bring new and innovative and services to the market. Under his leadership, IPI has established itself as a leading advocate and practitioner in Open Innovation. IPI has developed numerous platforms to support corporate, enterprise and government agencies in open innovation.

Prior to IPI, Dr Sze held several Senior Vice President appointments at Exploit Technologies (now A*ccelerate), the commercialisation arm of Agency for Science, Technology and Research. He has successfully commercialised technologies ranging from infocomm, manufacturing, semiconductors, materials, chemicals, nanotechnologies to medical devices. Dr Sze is a Certified Licensing Professional (CLP) with Licensing Executive Society (LES) US-Canada.

Dr Sze holds a Ph.D. and B.Eng in Automatic Control & Systems Engineering from the University of Sheffield, UK and attended an executive program in Strategic R&D Management at INSEAD, Fontainebleau.



Michael Goh
Deputy Head of
Innovation &
Technology, IPI

Michael Goh is responsible for the Energy & Environment, Materials & Chemical and Manufacturing clusters at IPI. He has been involved in providing advisory on IP management and technology commercialisation. Prior to IPI, Michael was a Deputy Director at the Intellectual Property Office of Singapore (IPOS), where he worked with public agencies to develop IP management capabilities.

Before joining IPOS, Michael held various positions in Exploit Technologies (now A*ccelerate), where the last position he held was Assistant Vice President, Science & Engineering Commercialisation. Before joining Exploit Technologies, Michael spent eight years as a project manager of defence-related projects.

Michael possesses a M.Phil and B.Eng in Mechanical Engineering from the University of Manchester Institute of Science & Technology (UMIST).

OPEN INNOVATION WEBINAR



Alvin How
Head, Food,
Healthcare and
Sustainability, IPI

Alvin How is Head of Food, Healthcare and Sustainability at IPI. He works with enterprises from the food, healthcare and chemical industries to understand their innovation gaps and connect them to enabling technologies, innovations and know-how from an extensive network of technology partners. In addition, Alvin trains enterprises on challenge-driven open innovation

Before joining IPI, Alvin worked as a Senior Chemist in specialty chemical firms where he accumulated knowledge in formulating, developing and providing technical assistance for industrial resins, decorative resins and other wood related resins. He has completed numerous studies on chemical compounds, materials surface, polymer systems, and also successfully supported multiple scale-up trials in Malaysia, Thailand and China.

Alvin holds a Master of Business Administration from Singapore Management University and a Bachelor of Science in Chemistry from the National University of Singapore.