



High-growth technology business conference Asia edition (Bangkok) 2023

LES THAILAND ANNUAL CONFERENCE 2023

NOVEMBER 2-3, 2023

Grande Centre Point Terminal 21
Bangkok, Thailand

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LES Thailand Annual Conference 2023
November 2-3, 2023

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DAY 1	THURSDAY, NOVEMBER 2, 2023
08:00 - 09:00	Registration
09:00 - 09:20	Welcome Address <ul style="list-style-type: none">• Michelle Ray-Jones, President, LES Thailand; Partner, Tilleke & Gibbins• Sonja London, President-Elect, LESI (recorded)
09:20 – 09:40	Keynote Lecture 1 Technology Businesses Powered by Brands Mastering Brands to Enhance Value <p>“Technology business leaders often neglect the importance of building a brand and focus primarily on the technology aspect of the business. This lecture will provide a deeper strategic understanding of brands and their importance for technology businesses. It will further provide an overview of the different types of brands that are available to enhance the value of an entity”</p> <p>Speaker:</p> <ul style="list-style-type: none">• Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)
09:40 – 10:40	Turning Technology into Financial Assets <p>“Technology, especially when well protected by a patent or other form of IP, is a key asset for high-growth companies. If properly managed, it can play a crucial role in raising growth funding, making deals with customers or partners, and any potential exit (whether M&A deal or IPO). This session will discuss how to treat and leverage your technology as a financial asset in practice, from both the venture and investor perspectives.”</p> <p>Speakers:</p> <ul style="list-style-type: none">• Dr. NEO Kok Beng, CEO and founder at Neo Aeronautics PTE. LTD• Lum Yi Chyi, CEO, Origgin Ventures Thailand
10:40 – 10:50	Break and Networking
10:50 - 11:10	Keynote Lecture 2 Focus on Your Users for Your High Growth Tech Business <p>Speaker:</p> <ul style="list-style-type: none">• David Ai, Head of Innovation Research and Innovation, London School of Economics

11:10 – 12:10	<p>Make Open Innovation Work</p> <p>“Open innovation in the digital economy involves developing and using software, data and standards. For example, if you see the word ‘smart’ used to describe a product or service, it is likely that open-source software, open data and open standards are being used to support the AI/ML and connectivity that makes it ‘smart’. This session will provide IP insights that those developing and commercialising digital products and services increasingly need to address in view of the ubiquity of open innovation in digital markets.”</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Kongkiti Liwcharoenchai, Co-founder, Zupports • Suttipong Kanakakorn, CEO, Blockfint
12:10 – 12:40	2022 AGM LES Thailand
12:10 - 13:20	Lunch
13:20 – 13:40	<p>Keynote Lecture 3</p> <p>Manufacturing Trends and IP Strategies</p> <p>“Industry 4.0, Smart factories, Industrial IOT and Advanced Analytics”</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Audrey Yap, Past President LESI, Managing Director, Yusarn Audrey LLC
13:40 – 14:40	<p>The Importance of Licensing to Foster Innovation</p> <p>“Standard Essential Patents in the high-tech market e.g. 5G, IoT”</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Valentina Piola, Program Manager, SISVEL S.p.A.
14:40 – 15:00	<p>Keynote Lecture 4</p> <p>IP Commercialization - Case Study</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Apiwat Thongprasert, Managing Director, VISUP
15:00 – 15:15	Break and Networking
15:15 – 16:15	<p>Chat GPT: Disruptive or the Future? / AI / Digital Lending</p> <p>Moderator: Vikran Duangmanee, IP Manager, SCG Chemicals Co., Ltd.</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Sanya Chindaprasert, Enterprise Digital Director, SCG Chemicals PCL • Kasima Tharnpipitchai, SCBX (LING THAI) • Yingyong Tantanapongphan, Founder & CEO, Selfmade
16:15 – 16:30	<p>Closing</p> <ul style="list-style-type: none"> • Michelle Ray-Jones, President LES Thailand; Partner, Tilleke & Gibbins

DAY 2	THURSDAY, NOVEMBER 3, 2023
08:00 - 08:50	Registration
08:50 - 09:00	Welcome Address <ul style="list-style-type: none"> Michelle Ray-Jones, President, LES Thailand; Partner, Tilleke & Gibbins

BUSINESS TRACK

09:00– 10:30	Plenary 1: Transaction Based Growth Management™ “Sustainable Success with Alliances, Licensing, Spin-offs, Acquisitions and Divestments” [Part 1] <p>“The hard reality is that most strategic transactions fail or grossly underperform in real life.</p> <p>Learn how to put Transaction Based Growth Management™ at the core of your business strategy and make alliances, licensing deals, spin-offs, acquisitions and divestments work to support the dynamic growth of your company.</p> <ul style="list-style-type: none"> Take control of strategic options and develop strategic agility Understand the role of intellectual assets in value creation Embrace the importance of preparation for a successful transaction Avoid failure at the implementation stage Make deals that create lasting value <p>This workshop will add value to those involved in running a business on a day-to-day basis, as well as to those that are IP experts and want to understand the role of intellectual assets in business practice alike”</p> <p>Speaker:</p> <ul style="list-style-type: none"> Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)
10:30 – 10:45	Break and Networking
10:45 – 12:15	Plenary 1: Transaction Based Growth Management™ “Sustainable Success with Alliances, Licensing, Spin-offs, Acquisitions and Divestments” [Part 2] <p>Speaker:</p> <ul style="list-style-type: none"> Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)
12:15 – 13:15	Lunch
13:15 – 14:45	Plenary 2: Trade Secret Management <p>Speaker:</p> <ul style="list-style-type: none"> Alice RAZON, Business Development Manager, Southeast Asia, Denнемeyer Group

14:45 – 15:00	Break and Networking
15.00 – 16:30	<p>Plenary 2: Valuation of IP</p> <p>“Banks have traditionally required tangible assets as security for lending. However, an increasing number of lenders now recognise that the real sources of value in high-growth companies are intangible. As a result, exciting new IP-based lending approaches are starting to emerge. While this is encouraging news for IP owners, there is more to be done if IP-based financing is to move from the margins to the mainstream, as a new WIPO initiative acknowledges. This session will examine the forms of finance that are emerging, the barriers that exist to wider adoption and the ways in which IP valuation approaches are evolving.”</p> <p>Speaker:</p> <ul style="list-style-type: none"> • Eliza Stefaniw, Intellectual Property Management and Communication Specialist (KMUTT)

IP TRACK

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16:30 – 16:45	<p>Closing</p> <ul style="list-style-type: none"> • Michelle Ray-Jones, President, LES Thailand; Partner, Tilleke & Gibbins • Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)



SEE YOU IN BANGKOK