



# 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

Grande Centre Point Terminal 21, Bangkok, Thailand

## DAY 1

THURSDAY, NOVEMBER 2, 2023

08:00 - 09:00

**Registration**

09:00 - 09:20

**Welcome Address**

- 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

“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”

Speaker:

- Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)

09:40 – 10:40

**Turning Technology into Financial Assets**

“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.”

Speakers:

- Dr. NEO Kok Beng, CEO and founder at Neo Aeronautics PTE. LTD
- Choedpong Khannabha, Venture Partner, Origgin Ventures Thailand

10:40 – 10:50

**Break and Networking**

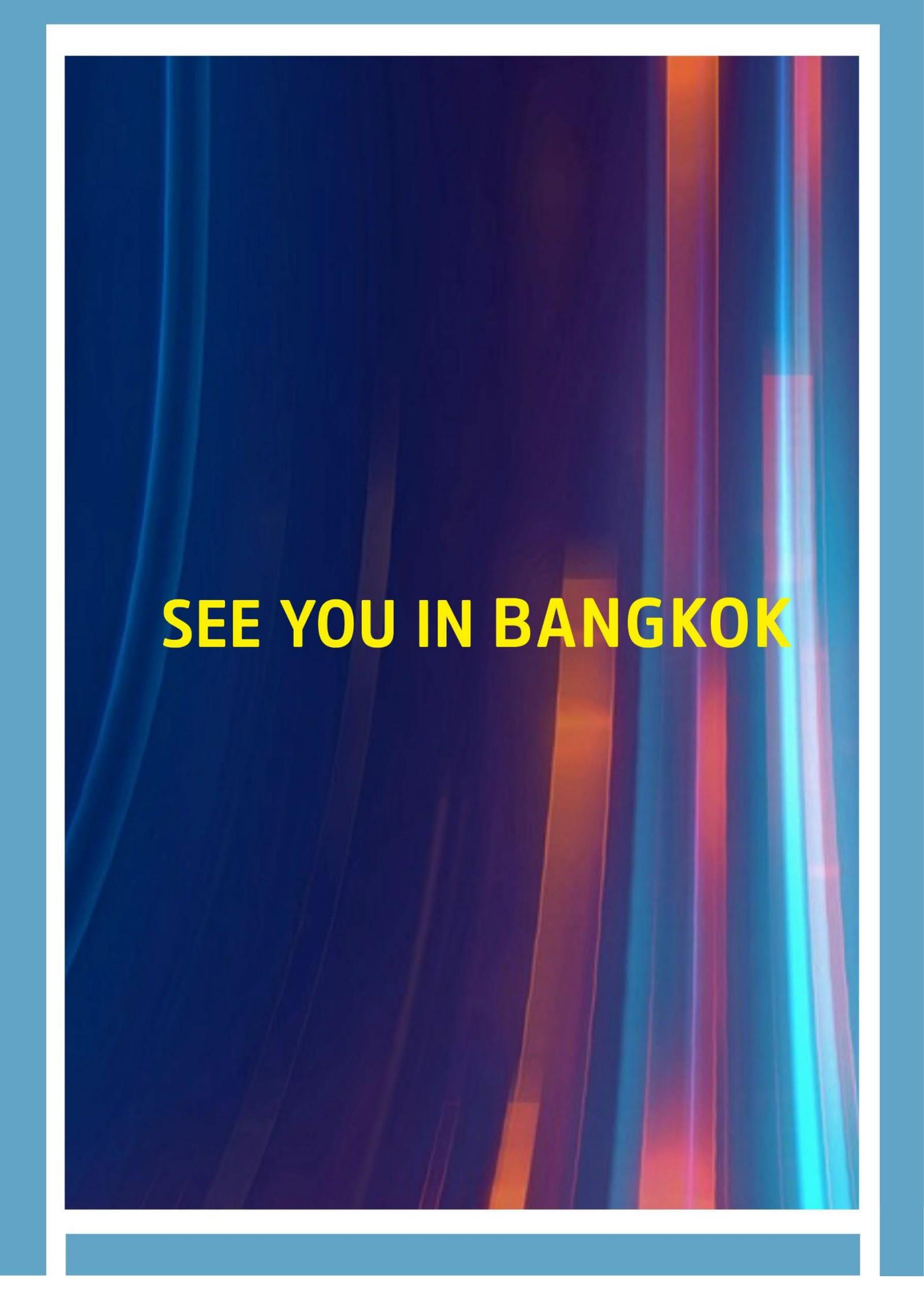
<p><b>10:50 - 11:10</b></p>	<p><b>Keynote Lecture 2</b></p> <p><b>Focus on Your Customers for Your High-Growth Tech Business</b></p> <p>“Most entrepreneurs believe they know their customers well enough, but many examples show us that is often not the case. In this session, we will cover typical mistakes and myths and direct you to truly focus on your customers. We will also explore the intricate relationships between customer focus and your business models, and your unique competitive advantages”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• David Ai, Head of Innovation Research and Innovation, London School of Economics</li> </ul>
<p><b>11:10 – 12:10</b></p>	<p><b>Make Open Innovation Work</b></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"> <li>• Kongkiti Liwcharoenchai, Co-founder, Zupports</li> <li>• Suttipong Kanakakorn, CEO, Blockfint</li> </ul>
<p><b>12:10 – 12:40</b></p>	<p><b>2022 AGM LES Thailand</b></p>
<p><b>12:10 - 13:20</b></p>	<p><b>Lunch</b></p>
<p><b>13:20 – 13:40</b></p>	<p><b>Keynote Lecture 3</b></p> <p><b>Manufacturing Trends and IP Strategies</b></p> <p>“Industry 4.0, Smart factories, Industrial IOT and Advanced Analytics”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Audrey Yap, Past President LESI, Managing Director, Yusarn Audrey LLC</li> </ul>
<p><b>13:40 – 14:40</b></p>	<p><b>The Importance of Licensing to Foster Innovation</b></p> <p>“Standard Essential Patents in the high-tech market e.g. 5G, IoT”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Marcello Dini, Head of Asset Management, Sisvel Group</li> </ul>
<p><b>14:40 – 15:00</b></p>	<p><b>Keynote Lecture 4</b></p> <p><b>IP Commercialization - Case Study</b></p> <p>“Two years after the Thai Bayh-Dole Act's introduction, this session examines its transformative impact through the lens of a university venture builder. Highlighting the pivotal role of the triple helix collaboration in integrating universities, government, and business, this session shares experience and case studies on fueling innovation and revolutionizing Thailand's technological landscape”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Apiwat Thongprasert, Managing Director, VISUP</li> </ul>

15:00 – 15:15	<b>Break and Networking</b>
15:15 – 16:15	<p><b>Chat GPT: Disruptive or the Future? / AI / Digital Lending</b></p> <p>Moderator: Vikran Duangmanee, IP Manager, SCG Chemicals Co., Ltd.</p> <p>Speakers:</p> <ul style="list-style-type: none"> <li>• Sanya Chindaprasert, Enterprise Digital Director, SCG Chemicals PCL</li> <li>• Kasima Tharnpipitchai, Entrepreneur in Residence, SCB 10X</li> <li>• Yingyong Tantanapongphan, Founder &amp; CEO, Selfmade</li> </ul>
16:15 – 16:30	<p><b>Closing</b></p> <ul style="list-style-type: none"> <li>• Michelle Ray-Jones, President LES Thailand; Partner, Tilleke &amp; Gibbins</li> </ul>
<b>DAY 2</b>	<b>FRIDAY, NOVEMBER 3, 2023</b>
08:00 - 08:50	<b>Registration</b>
08:50 - 09:00	<p><b>Welcome Address</b></p> <ul style="list-style-type: none"> <li>• Michelle Ray-Jones, President, LES Thailand; Partner, Tilleke &amp; Gibbins</li> </ul>
<b>Business Track</b>	
09:00– 10:30	<p><b>Plenary 1: Transaction Based Growth Management™</b></p> <p>“Sustainable Success with Alliances, Licensing, Spin-offs, Acquisitions and Divestments”</p> <p>[Part 1]</p> <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"> <li>• Take control of strategic options and develop strategic agility</li> <li>• Understand the role of intellectual assets in value creation</li> <li>• Embrace the importance of preparation for a successful transaction</li> <li>• Avoid failure at the implementation stage</li> <li>• Make deals that create lasting value</li> </ul> <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"> <li>• Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)</li> </ul>
10:30 – 10:45	<b>Break and Networking</b>

<p>10:45 – 12:15</p>	<p><b>Plenary 1: Transaction Based Growth Management™</b></p> <p>“Sustainable Success with Alliances, Licensing, Spin-offs, Acquisitions and Divestments”</p> <p>[Part 2]</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Juergen Graner, Founder and CEO, Globalator (USA, UK, Austria)</li> </ul>
<p>12:15 – 13:15</p>	<p><b>Lunch</b></p>
<p>13:15 – 14:45</p>	<p><b>Plenary 2: Trade Secret Management</b></p> <p>“In essence, a trade secret can last forever!</p> <p>Trade secrets are some of the most valuable business assets in the world. Companies like Coca-Cola, KFC, and Google have achieved their success in part through trade secret protection.</p> <p>Unlike other types of IP assets, trade secrets cannot be publicly disclosed or registered. This leads businesses to overlook developing an internal process to identify, value and protect trade secrets. Failing to manage and protect trade secrets effectively exposes them to theft and misappropriation. And once a trade secret is lost, it is gone forever!</p> <p>This session will provide business-owners and IP professionals the know-how to successfully manage trade secrets.”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Alice RAZON, Business Development Manager, Southeast Asia, Dennemeyer Group</li> </ul>
<p>14:45 – 15:00</p>	<p><b>Break and Networking</b></p>
<p>15.00 – 16:30</p>	<p><b>Plenary 2: Advisor for Innovation Ecosystem Development</b></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 emerging forms of finance, and the barriers that exist to wider adoption.”</p> <p>Speaker:</p> <ul style="list-style-type: none"> <li>• Eliza Stefaniw, Intellectual Property Management and Communication Specialist (KMUTT)</li> </ul>

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

The background features a dark blue gradient with several vertical, glowing light streaks in shades of purple, red, and cyan, creating a sense of motion and depth.

**SEE YOU IN BANGKOK**