



VGU WORKSHOP SERIES
INNOVATION AND ENTREPRENEURSHIP:
FROM RESEARCH TO APPLICATION

The Vietnamese-German university (VGU) is part of the New Model University program, financed by the World Bank, and aims at shaping a new standard for higher education in Vietnam.

This series of workshops intends to disseminate key concepts of this new model to major actors from academia and industry focusing on innovation and entrepreneurship.

The series of workshops are hosted by VGU and sponsored by the German Business Association (GBA) and the European Chamber of Commerce (EUROCHAM).

The series is composed of the following workshops

Intellectual
Property
management

19-20 October

Industry-
Academia
Collaboration

9-11 November

Entrepreneurship
and Innovation
for Sustainable
SMEs
Development

17 November

INTELLECTUAL PROPERTY MANAGEMENT

Day 1 - Basics of IP use and management

Understand the areas which are relevant to academic and industrial activity to faculties and for improving the definition of their research and development.

Day 2 - Roles in IP management

Build the necessary internal infrastructure for providing these support services efficiently for universities and SMEs.

Invited Experts:



Mr. Trần Mạnh Hùng,
Managing Partner,
BMVN International



Dr. Christian Hackl,
TUM-Tech GmbH /
European IP Helpdesk
IP Expert

Time: 19 and 20 October 9am - 4pm
including tea breaks and lunch

Venue: Lotte Hotel

2A-4A Đ. Tôn Đức Thắng, Bến Nghé, Q1, TP. Hồ Chí Minh

Contact for registration:

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Experts
from:



European
IP Helpdesk



SOUTH-EAST ASIA
IP SME HELPDESK

INTELLECTUAL PROPERTY MANAGEMENT WORKSHOP - AGENDA

Day	Time	Topic	Presenter
Monday October 19th	9:00-9:30	Registration and Networking	
	9:30-9:45	Opening Session Welcome Speech to set vision and expectations of participants	VGU presidium representative
	9:45-10:45	IP in technology transfer and practice in Vietnam Identify, Evaluate, Protect your IP. Introduction to IP office and organizations:	Mr. Trần Mạnh Hùng
	10:45-11:00	Morning Break	
	11:00-12:00	Case studies Group brainstorming and proposal of potential actions. Expert answer and explanation.	Mr. Trần Mạnh Hùng
	12:00-13:00	Lunch	
	13:00-15:00	IP Commercialisation - illustrated by the case of Orcan Energy Insight from Vietnamese perspective	Dr. Christian Hackl Mr. Trần Mạnh Hùng
	15:00-15:15	Afternoon Break	
	15:15-15:45	Q&A and wrap up	Mr. Trần Mạnh Hùng
	15:45-16:00	Networking	
Tuesday October 20th	9:00-9:30	Registration and Networking	
	9:30-10:30	Considerations in the technology transfer strategy What is your business model: Research and Development (R&D)? Who can be your target clients/customers and where is your market in your current business model? Who will be the inventors? Who own IP when conducting R&D: inventor or funder?	Mr. Trần Mạnh Hùng
	10:30-11:00	Morning Break	
	11:00-12:00	Implementation in the technology transfer strategy Ownership forms in Vietnam, Solving disputes, run IP audit check ; Manage your IP internally and externally during R&D process ; Benefits of tech transfer & IP center for potential customers and stakeholders ; Build valuable IP portfolios.	Mr. Trần Mạnh Hùng
	12:00-13:00	Lunch	
	13:00-14:30	Case studies Group brainstorming and proposal of potential actions. Expert answer and explanation.	Mr. Trần Mạnh Hùng
	14:30-14:45	Afternoon Break	
	14:45-15:30	Q&A and conclusion	Mr. Trần Mạnh Hùng GBA/EUROCHAM representative
	15:30-16:00	Feedback collection and Networking	VGU