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5<sup>TH</sup> GPCA

# IP AWARENESS WORKSHOP

18-19 SEPTEMBER 2019  
MUSCAT, OMAN



'PROTECTING YOUR  
INNOVATION THROUGH  
TECHNOLOGICAL GROWTH'



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The Gulf Petrochemicals and Chemicals Association (GPCA) is delighted to announce that the **5<sup>th</sup> edition of its Intellectual Property (IP) Awareness workshop** will be hosted by Oman Oil and Orpic Group from 18-19 September 2019 in Muscat, Oman. Held under the theme, 'Protecting your Innovation through Technological Growth', the workshop will provide delegates with a comprehensive understanding of intellectual property (IP) rights and strategies in an environment of increased focus on creating growth through successful innovation. It will further shed light on the technological evolution of a chemical company from a licensee to a licensor and how that impacts companies' IP strategies at every stage.

IP protection is a key element of developing strong innovation capabilities especially in the chemical industry whose growth and success often depend on fostering a culture of ingenuity and adopting and developing best in class technologies and practices. The Arabian Gulf chemical industry's patent applications have increased significantly over the years in line with the sector's continuous production growth and focus on innovation. In the last decade alone, the number of chemical patents obtained in the region grew by 6% per annum, exceeding global growth of 5.6%.

GPCA's IP Awareness workshop is especially designed to facilitate the exchange of knowledge and best industry practice among senior IP strategists, legal experts, innovators, researchers, regional patent officers, marketing and business development professionals from the chemical and petrochemical industry in the Arabian Gulf and beyond. With previous editions being held in Riyadh, Abu Dhabi, Al-Khobar and Kuwait, this successful workshop series will be hosted in Oman for the first time with the aim to create awareness about the importance of IP protection among the regional industry and across the chemical value chain.

## CONFIRMED SPEAKERS



**Dr. Moayyed Al-Qurtas**  
Chairman - R&I Committee, GPCA



**Jakub Michna**  
Senior IP Counsel, Legal Affairs, SABIC



**Zayd Alathari**  
Senior Manager and Intellectual Property Counsel, Legal Affairs, SABIC



**Eng. Rasha Hamdy Abdel Hamid**  
IP Trainer, Senior Patent Examiner and IP Expert, Ministry of Commerce and Industry, Oman



**Michael Krawzsenek**  
Partner, Intellectual Property, Norton Rose Fulbright US LLP



**Martijn Vogelzang**  
Senior Manager, Licensing Out, SABIC



**Peter C. Mehravari**  
U.S. Intellectual Property Attaché, Middle East and North Africa at the U.S. Embassy in Kuwait, U.S. Department of Commerce



**James W. Repass**  
Global Head, Intellectual Property, Norton Rose Fulbright US LLP



**Dr. Barbara Berghahn**  
IP Manager, Oxea



**Ahmed Almarshadi**  
Executive Director of Strategic Partnerships, Saudi Authority for Intellectual Property



**Sami Nusair**  
Country Level Manager, SABA & Co IP



**Sheikha Al Akhzami**  
Acting Director, Innovation and Technology Transfer Center, Sultan Qaboos University



**Turki Alasker**  
Associate IP Counsel, Legal Affairs, SABIC – Norton Rose Fulbright US LLP



**Hesham Alarifi**  
Executive Director of Intellectual Property Policies, Saudi Authority for Intellectual Property



**Dr. Abdulwahab Al-Sadoun**  
Secretary General, GPCA

# AGENDA

## Day 1: Wednesday, 18 September 2019

08:00 – 08:50	<b>Registration and welcome coffee</b>
08:50 – 09:00	<b>Housekeeping rules</b>
09:00 – 09:15	<b>Opening remarks</b> <b>Dr. Moayyed Al-Qurtas, Chairman - R&amp;I Committee, GPCA</b>
09:15 – 09:45	<b>Introduction to the IP journey</b> <ul style="list-style-type: none"><li>» Strategic overview of IP</li><li>» How should you protect your IP?</li><li>» What kind of resources are needed?</li></ul> <b>Zayd Alathari, Senior Manager and Intellectual Property Counsel, Legal Affairs, SABIC</b>
09:45 – 10:25	<b>IP agreements</b> <ul style="list-style-type: none"><li>» Confidentiality, collaboration, and license agreements</li><li>» Collaboration with universities and other parties</li><li>» Rights, obligations and workflows</li></ul> <b>Jakub Michna, Senior IP Counsel, Legal Affairs, SABIC</b>
10:25 – 10:50	<b>Networking break</b>
10:50 – 11:50	<b>Evaluating the technological evolution from licensee to licensor</b> <b>Martijn Vogelzang, Senior Manager, Licensing Out, SABIC</b>
11:50 – 12:50	<b>Networking lunch and prayer</b>
12:50 – 14:50	<b>Protecting your IP as you move along the value chain</b> <ul style="list-style-type: none"><li>» Identifying key strategies to protect your IP</li><li>» Patents<ul style="list-style-type: none"><li>* Discussing the invention disclosure drafting process</li><li>* Preparing effective filing and prosecution strategies</li></ul></li></ul> <b>Michael Krawzsenek, Partner, Intellectual Property, Norton Rose Fulbright US LLP</b> <ul style="list-style-type: none"><li>» Trade secrets, copyrights, trademarks and branding</li></ul> <b>Turki Alasker, Associate IP Counsel, Legal Affairs, SABIC – Norton Rose Fulbright US LLP</b>
14:50 – 15:20	<b>A year in review: Highlights from IP conversations with US tech companies -Questions, concerns and outcomes</b> <ul style="list-style-type: none"><li>» The most common IP questions US technology companies are asking</li><li>» Features of the regional IP framework that encourage or discourage investment from them in the region</li></ul> <b>Peter C. Mehravari, U.S. Intellectual Property Attaché, Middle East and North Africa at the U.S. Embassy in Kuwait, U.S. Department of Commerce</b>
15:20 – 15:50	<b>An overview on the Saudi Authority for Intellectual Property</b> <b>Ahmed Almarshadi, Executive Director of Strategic Partnerships, Saudi Authority for Intellectual Property</b> <b>Hesham Alarifi, Executive Director of Intellectual Property Policies, Saudi Authority for Intellectual Property</b>
15:50 – 16:10	<b>Networking break</b>
16:10 – 16:40	<b>IPR protection in Sultanate of Oman</b> <b>Eng. Rasha Hamdy Abdel Hamid, IP Trainer, Senior Patent Examiner and IP Expert, Ministry of Commerce and Industry, Oman</b>

## Day 2: Thursday, 19 September 2019

09:00 – 09:30	<b>Current IP issues in the region and impact on your IP strategies</b> <ul style="list-style-type: none"><li>» Overview of patent filing procedures in the GCC</li><li>» Issues with procurement, enforcement and litigation</li></ul> <b>Sami Nusair, Country Level Manager, SABA &amp; Co IP</b>
09:30 – 10:40	<b>Collaboration – Challenges and opportunities</b> <ul style="list-style-type: none"><li>» Scenarios for collaboration and common areas of concern</li><li>» Global and regional trends in collaboration (specific to the chemical industry)</li><li>» Open innovation: The world is your lab</li></ul> <b>James W. Repass, Global Head, Intellectual Property, Norton Rose Fulbright US LLP</b>
10:40 – 11:00	<b>Networking break</b>
11:00 – 11:20	<b>Processes for encouraging and managing IP for SMEs</b> <b>Dr. Barbara Berghahn, IP Manager, Oxea</b>
11:20 – 11:40	<b>Technology transfer at universities and research institutions</b> <ul style="list-style-type: none"><li>» Mechanism, procedure, legal policies</li></ul> <b>Sheikha Al Akhzami, Acting Director, Innovation and Technology Transfer Center, Sultan Qaboos University</b>
11:40 – 11:55	<b>Closing remarks</b> <b>Dr. Abdulwahab Al-Sadoun, Secretary General, GPCA</b>
11:55 – 12:55	<b>Networking lunch and prayer</b>



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