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5TH 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 **5th 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



Ahmed Saleh Al Jahdhami
CEO, Downstream, Oman Oil and Orpic Group



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



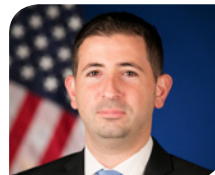
Eng. Rasha Hamdy Abdel Hamid
IP Trainer, Senior Patent Examiner and IP Expert, Ministry of Commerce and Industry, Oman



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



Martijn Vogelzang
Senior Manager, Licensing Out, SABIC



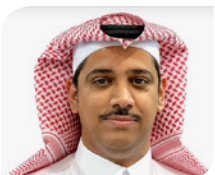
Peter C. Mehravari
U.S. Intellectual Property Attaché, Middle East and North Africa at the U.S. Embassy in Kuwait, U.S. Department of Commerce



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

Day 1: Wednesday, 18 September 2019

07:45 – 08:20	Registration and welcome coffee
08:20 – 08:30	Housekeeping rules
08:30 – 08:40	Welcome remarks Ahmed Saleh Al Jahdhami, CEO, Downstream, Oman Oil and Orpic Group
08:40 – 08:55	Opening remarks Dr. Moayyed Al-Qurtas, Chairman - R&I Committee, GPCA
08:55 – 09:25	Introduction to the IP journey <ul style="list-style-type: none"> » Strategic overview of IP » How should you protect your IP? » What kind of resources are needed? Zayd Alathari, Senior Manager and Intellectual Property Counsel, Legal Affairs, SABIC
09:25 – 10:10	IP agreements <ul style="list-style-type: none"> » Confidentiality, collaboration, and license agreements » Collaboration with universities and other parties » Rights, obligations and workflows Jakub Michna, Senior IP Counsel, Legal Affairs, SABIC
10:10 – 10:40	Networking break
10:40 – 11:10	A year in review: Highlights from IP conversations with US tech companies -Questions, concerns and outcomes <ul style="list-style-type: none"> » The most common IP questions US technology companies are asking » Features of the regional IP framework that encourage or discourage investment from them in the region 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
11:10 – 11:30	An overview on the Saudi Authority for Intellectual Property Ahmed Almarshadi, Executive Director of Strategic Partnerships, Saudi Authority for Intellectual Property Hesham Alarifi, Executive Director of Intellectual Property Policies, Saudi Authority for Intellectual Property
11:33 – 12:00	IPR protection in Sultanate of Oman Eng. Rasha Hamdy Abdel Hamid, IP Trainer, Senior Patent Examiner and IP Expert, Ministry of Commerce and Industry, Oman
12:00 – 13:15	Networking lunch and prayer
13:15 – 14:15	Evaluating the technological evolution from licensee to licensor Martijn Vogelzang, Senior Manager, Licensing Out, SABIC
14:15 – 16:15	Protecting your IP as you move along the value chain <ul style="list-style-type: none"> » Identifying key strategies to protect your IP » Patents <ul style="list-style-type: none"> * Discussing the invention disclosure drafting process * Preparing effective filing and prosecution strategies Michael Krawzsenek, Partner, Intellectual Property, Norton Rose Fulbright US LLP <ul style="list-style-type: none"> » Trade secrets, copyrights, trademarks and branding Turki Alasker, Associate IP Counsel, Legal Affairs, SABIC – Norton Rose Fulbright US LLP

Day 2: Thursday, 19 September 2019

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



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