Training Workshop on Technopreneurship for Gulf Countries
29 September – 3 October 2013
Kuwait City, Kuwait

Jointly Organized by
International Science, Technology and Innovation Centre for South-South Cooperation under the Auspices of UNESCO
And
Kuwait Institute for Scientific Research (KISR)

Managed by
Usains Holding Sdn. Bhd.
(wholly-owned by Universiti Sains Malaysia)
Introduction

The world is moving fast into the knowledge and innovation economy. Countries worldwide have begun making preparation to embrace the changing requirements stipulated by the new economy. Top on the agenda of requirements is the need to strengthen each country’s Science, Technology and Innovation framework, especially in South countries. STI are key drivers of the knowledge economy. Knowledge-driven industries now account for a major share of global economic growth. The future will witness further expansion in the knowledge-driven business where innovation is a major determinant of competitiveness. In recent decades, many developing countries have become global economic giants by adopting S&T innovations in the agriculture, infrastructure and manufacturing rather than generating paper wealth. There are valuable lessons developing countries can share with one another.

One of the principle objectives of the ISTIC is to provide capacity building in science and technology through providing policy advice and exchange of experience and best practices. In recent years, the role of the knowledge economy has expanded. Technopreneurship has emerged as a way of developing new growth sectors of the innovation economy. In line with this, there has been a push to create more technologically competent entrepreneurs.

In order to accomplish this particular objective, ISTIC is organizing a training workshop on Technopreneurship in collaboration with Kuwait Institute for Scientific Research (KISR) which will be held in Kuwait City, Kuwait, from 29 September – 3 October 2013. This workshop is targeted at researchers from universities and research institutes who have developed inventions or patents to provide them with the necessary knowledge on how to commercialize their research findings or directors of commercialization unit of universities and R&D Institutes. The program is designed to train participants on the elements of entrepreneurship in relation to the demand of the knowledge and innovation economy. They will also be taught a systematic approach on how to create and build successful businesses which are based on and driven by technology.

Workshop Objective

In this workshop, participants will be exposed to various topics relevant to technopreneurship in order to improve technopreneurial awareness and knowledge as well as innovative mentality.

This workshop creates awareness, understanding, and motivation to participants by giving materials on technopreneurship and its role in creating impact, technology development, idea validation, opportunity assessment, business model, business planning, financing, and issues on Intellectual Property (IP). By having this program, it is expected that more participants are exposed to technopreneurship and motivated to realize their technological solutions.
Workshop Content

The workshop will deliberate on the following topics:

1. Understand principles and practices of entrepreneurship.
2. Appreciate the basics of identifying business opportunities.
3. Distinguish the key elements for venture creation.
4. Understand the key drivers of start-ups.
5. Appreciate growth strategy, competition and business models.
6. Understand the mechanics of marketing and sales.
7. Ability to secure funding for the business.
8. How to make impactful presentation of business plan.

Workshop Duration and Venue

The five-day workshop will be held in Kuwait City, Kuwait from 29 September to 3 October 2013.

Participants

A total of 30 participants will be selected to attend the training workshop. About 15 participants will be from developing countries and Gulf countries and 15 participants will be from Kuwait. The combination of participants from developing countries, gulf countries and Kuwait will allow for the exchange of knowledge, ideas and experiences as well as opportunities for discussions, networking and possible collaboration.

- The organizer will bear the local cost (accommodation, food and related transportation within Kuwait).
- Participants through their organizations are expected to pay their airfares to Kuwait City, Kuwait.

Who Should Attend

Those participants who possess the following criteria:

- Have at least Bachelor’s Degree (B.Sc) in Science/Engineering/Business. Those who have M.Sc or Ph.D in Science/Engineering/Business and in possession of inventions or patents which they are interested to commercialize and those who manage commercialization units of universities/research institutes are welcome to attend.
- Participants should be passionately interested in knowing Intellectual Property Management matters and the related commercialization processes.
- Participants must have good command of English, both in verbal and writing.
- Participants must be in good health (A medical certificate must be submitted together with the application form).
Resource Persons

Resource persons will include experts from industry, as well as other local experts from universities and research institutions.

Modes of Delivery

The training workshop will be delivered by using the combinations of the following methods:
- Series of lectures.
- Group discussions and presentations.
- Case Studies.

Medium of Instruction

The training workshop will be conducted in English.

Certificates

Certificates will be awarded to participants upon successful completion of the course.

Closing Date of Applications

All applications from developing countries and gulf countries should be submitted to the ISTIC secretariat office before 19 August 2013. Participants from Kuwait will be selected and invited by Kuwait Institute for Scientific Research (KISR).

Application and Enquiries

All applicants are required to complete the prescribed application form as attached in this brochure and submit the completed form to the following address:

Secretariat
Training Workshop on Technopreneurship for Gulf Countries
International Science, Technology and Innovation Centre
for South-South Cooperation under the Auspices of UNESCO (ISTIC)
c/o Academy of Sciences Malaysia
902- 4, Jalan Tun Ismail
50480 Kuala Lumpur, Malaysia

Tel: +603-2694 9898    Fax: +603-2698 4549
Email: info@isticunesco.org    Website: http://www.isticunesco.org
Email: nawadhi@kisr.edu.kw (For participants from Kuwait)

ISTIC will inform the successful applicants to the training workshop not later than 31 August 2013. Application form also can be downloaded from http://www.isticunesco.org
# Tentative Programme

## DAY 1: Sunday, 29 September 2013

**Venue: Kuwait City, Kuwait**

### REVIEW OF AND CURRENT ISSUES IN IP MANAGEMENT

<table>
<thead>
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<th>Time</th>
<th>Activity</th>
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<tr>
<td>8:00 a.m. – 8:30 a.m.</td>
<td><strong>Program Registration</strong></td>
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</table>
| 8:30 a.m. – 8:40 a.m. | **Opening Ceremony**  
  - Welcome address by Dr Naji M. Al-Mutairi, Director General, KISR  
  - Welcome address by Academician Dato’ Ir. (Dr) Lee Yee Cheong FASc, Chairman, ISTIC Governing Board  
  - Welcome address by Group Managing Director, USAINS |
| 8.50 a.m. – 9.00 a.m. | **Program Briefing**  
Coordinator: Dr Sam Teng Wah, USAINS Holding Sdn. Bhd. |
| 9:15 a.m. – 10:45 a.m. | **INTELLECTUAL PROPERTY & COMMERCIALIZATION POLICY OF AN ORGANIZATION AND HOW TO ASCERTAIN INTELLECTUAL PROPERTY IP OWNERSHIP**  
Speaker: Mr. Khairul Anuar Hj. Azmi – Senior Deputy Legal Advisor, Legal Office, Universiti Sains Malaysia (USM). |
| 10:45 a.m. – 11:15 a.m. | **Tea Break** |
| 11:15 a.m. – 12:45 p.m. | **IP ISSUES IN RELATION TO SOUTH COUNTRIES (MIDDLE EAST EXPERIENCES)**  
Speaker: Proposed by KISR |
| 12:45 p.m. – 2:00 p.m. | **Lunch Break** |
| 2:00 p.m. – 3:30 p.m. | **TECHNOLOGY, INNOVATION & COMMERCIALIZATION / LEGAL INSTRUMENTS IN COMMERCIALIZATION**  
Speaker: Dato’ Dr. Gan Ee Kiang – Former Group Managing Director, USAINS Holding Sdn. Bhd. |
| 3:30 p.m. – 4:00 p.m. | **Tea Break** |
| 4:00 p.m. – 5:30 p.m. | **PREPARING BUSINESS PROPOSAL & PRESENTATIONS**  
**WRITING WINNING BUSINESS PROPOSAL**  
Speaker: Mr. Lok Char Lee – Senior Lecturer (Accounting Section), School of Management, Universiti Sains Malaysia (USM). |
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<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker</th>
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<tr>
<td>9:00 a.m. – 10:30 a.m.</td>
<td>UNIVERSITY RESEARCH – STRATEGY, INNOVATION &amp; ENTREPRENEURSHIP</td>
<td>Dr. Seet Lip Chai – Vice-President &amp; Head of Singapore Office at Cambridge Global Partners.</td>
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<tr>
<td>10:30 a.m. – 11:00 a.m.</td>
<td>Tea Break</td>
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<tr>
<td>11:00 a.m. – 12:30 p.m.</td>
<td>ISSUES IN ENCOURAGING ENTREPRENEURSHIP AT UNIVERSITY LEVEL – MIDDLE EAST/ KUWAIT EXPERIENCE</td>
<td>Proposed by KISR – Middle East Experience / Local University.</td>
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<td>12:30 p.m. – 2:00 p.m.</td>
<td>Lunch Break</td>
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<tr>
<td>2:00 p.m. – 3:30 p.m.</td>
<td>BRANDING &amp; MARKETING</td>
<td>Assoc. Prof. Dr. Azizah Omar – Deputy Dean (Division of Industrial &amp; Community Network), School of Management, Universiti Sains Malaysia (USM).</td>
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<tr>
<td>3:30 p.m. – 4:00 p.m.</td>
<td>Tea Break</td>
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<tr>
<td>4:00 p.m. – 5:30 p.m.</td>
<td>WRITING WINNING BUSINESS PROPOSAL</td>
<td>Mr. Lok Char Lee – Senior Lecturer (Accounting Section), School of Management, Universiti Sains Malaysia (USM).</td>
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| 9:00 a.m. – 10:30 a.m. | i. WRITING WINNING BUSINESS PROPOSAL & ASSIGNMENTS OF EXERCISE  
                        ii. MODEL PRESENTATION ON PROPOSAL  
                        Speaker: Mr. Lok Char Lee – Senior Lecturer (Accounting Section), 
                        School of Management, Universiti Sains Malaysia (USM). |
| 10:30 a.m. – 11:00 a.m. | Tea Break                                                                |
| 11:00 a.m. – 12:30 p.m. | CASE STUDIES ON BUSINESS PROPOSALS BASED ON INVENTIONS  
                        Speaker: Mr. Lok Char Lee – Senior Lecturer (Accounting Section), 
                        School of Management, Universiti Sains Malaysia (USM). |
| 12:30 p.m. – 2:00 p.m. | Lunch Break                                                              |
| 2:00 p.m. – 5:00 p.m.   | GROUP DISCUSSION – PREPARATION FOR BUSINESS PRESENTATION PROPOSAL  
                        Speaker: Mr. Lok Char Lee – Senior Lecturer (Accounting Section), 
                        School of Management, Universiti Sains Malaysia (USM).  
                        - Kuwai may propose a tour / visit to tourist attractions / heritage tour for participants. |
| 5:00 p.m. – 5:30 p.m.   | Tea                                                                      |
DAY 4: Wednesday, 2 October 2013  
Venue: Kuwait City, Kuwait

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<th>Time</th>
<th>Event</th>
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| 9:00 a.m. – 10:30 a.m. | **STARTING UP: WHAT IT TAKES?**  
Speaker: Mr Cheok Lay Leng, President – Asia Operations  
Netronome Inc., USA |
| 10:30 a.m. – 11:00 a.m. | Tea Break                                                            |
| 11:00 a.m. – 12:30 p.m. | **SUCCESSFUL ENTREPRENEUR**  
Speaker: Proposed by KISR – Gulf Countries Experience / Local  
Top Companies. |
| 12:30 p.m. – 2:00 p.m. | Lunch Break                                                           |
| 2:00 p.m. – 3:30 p.m. | **SPINNING OF A COMPANY (Preferable IT, Biotech,  
Engineering based companies)**  
Speaker: Proposed by KISR – Gulf Countries Experience / Local  
Top Companies. |
| 3:30 p.m. – 4:00 p.m. | Tea Break                                                             |
| 4:00 p.m. – 6:00 p.m. | **GROUP DISCUSSION ON BUSINESS PRESENTATION PROPOSAL**  
Speaker: Mr. Lok Char Lee – Senior Lecturer (Accounting Section),  
School of Management, Universiti Sains Malaysia (USM). |
DAY 5: Thursday, 3 October 2013  
Venue: Kuwait City, Kuwait

**PREPARING BUSINESS PROPOSAL AND PRESENTATIONS**

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<th>Time</th>
<th>Activity</th>
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| 9:00 a.m. – 10:30 a.m. | **PRESENTATION 1** - Group 1A & 2A / 1B & 2B separately present their proposals before Panel A & Panel B respectively.  
**Note:**  
Each Panel A and B will consist of 3 members.  
Each group will consist between 5 to 6 participants, depending on total number of participants. |
| 10:30 a.m. – 11:00 a.m. | Tea Break                                                               |
| 11:00 a.m. – 12:30 p.m. | **PRESENTATION 2** - Group 3A, 4A & 5A / 3B, 4B & 5B separately presents their proposals before Panel A & Panel B respectively. |
| 12:30 p.m. – 2:00 p.m. | Lunch Break                                                             |
| 2:00 p.m. – 4:00 p.m. | Panel’s Comments and Awards                                             |
| 4:00 p.m. – 5:00 p.m. | Certificate Presentation follows by Tea Break  
Program Ends.                                                            |

Head, Panel of Judges: Mr. Lok Char Lee.

- Mr. Lok will brief Panel of Judges what are their roles and responsibilities during the business proposal presentation.
- He will then collect the results from each judge and discuss the overall results with them.
- The group that gains maximum points will be announced as winner for Business Proposal Presentation.

*Members of Panel A  
1. Business Representative from Kuwait/Gulf Countries – Head of Panel A  
2. Business Representative from Kuwait/Gulf Countries  
3. Assoc. Prof. Dr. Azizah Omar

*Members of Panel B  
1. Business Representative from Kuwait/Gulf Countries – Head of Panel B  
2. Dr Seet Lip Chai  
3. Mr Cheok Lay Leng
The creation of the International Science, Technology and Innovation, Centre for South-South Cooperation under the auspices of UNESCO (ISTIC) is a follow up of the Doha Plan of Action which has been adopted by the head of States and Government of the Group of 77 and China, during the meeting in Doha, Qatar, from 12-16 June 2005 on the occasion of the Second South Summit of the Group of 77.

The Summit urged UNESCO to develop and implement a programme for South-South cooperation in science and technology with the objective of facilitating the integration of a developmental approach into national science and technology and innovation policies, capacity building in science and technology through providing policy advice and exchange of experience and best practices, and creating a problem solving network of centres of excellence in developing countries as well as supporting the exchange of students, researchers, scientists and technologists among developing countries.

ISTIC will act as an international platform for South-South cooperation in science, technology and innovation and make use of the network of the G77 plus China and the Organization of the Islamic Conference (OIC). The overall goal of ISTIC is to increase the capacity for management of science, technology and innovation throughout developing countries. ISTIC Secretariat is hosted by the Academy of Sciences Malaysia (ASM) for five years before making ISTIC an autonomous organization. Details on ISTIC is available at www.isticunesco.org

Kuwait Institute for Scientific Research (KISR) was established in 1967 by the Arabian Oil Company Limited (Japan) in fulfillment of its obligations under the oil concession agreement with the Government of the State of Kuwait. The Institute was established to carry out applied scientific research in three fields: petroleum, desert agriculture and marine biology. KISR was organized by an Amiri Decree issued in 1973, under which it became directly responsible, via its board of Trustees, to the Council of Ministers.
The main objectives of the institute, as specified in the Amiri Decree, were to carry out applied scientific research, especially related to industry, energy, agriculture, and the national economy, to contribute to the economic and social development of the state and to advise the Government on the country’s scientific research policy. An Amiri Decree in 1981 (law No. 28) formally established KISR as an independent public institution. The law specified that the Institute would be governed by the Board of Trustees chaired by a minister chosen by the Council of Ministers. The revised objectives of the Institute remain to carry out applied scientific research that helps the advancement of national industry and to undertake studies relating to the preservation of the environment, resources of natural wealth and their discovery, sources of water and energy, methods of agricultural exploitation and promotion of water wealth. The law entrusted the Institute with undertaking research and scientific and technological consultations for both governmental and private institutions in Kuwait, The Gulf region and the Arab World.

Promoting scientific and applied research, particularly in matters related to industry, natural and food resources and other primary constituents of national economy, in an endeavor to serve the goals of economic, technological and scientific development, and to advise the government on scientific matters and on scientific policy issues.

The main objectives of the institute as declared in the Amiri Decree are to:

- Conduct scientific research and studies concerned with the progress of national industry and which facilitate the preservation of the environment;
- Encourage Kuwait to practice scientific research and nourish the spirit of research in the younger generation;
- Explore and study natural resources and means for exploiting them, energy and water resources, and methods to improve agriculture and develop aquatic resources;
- Render scientific, technological and research consultation services to the government and to national establishment;
- Follow up the development of scientific and technological progress, and adapt it in ways that conform with the local environment;
- Establish and foster relations, and carry out mutual research with higher education institutes, and the technological and scientific sectors in Kuwait and various parts of the world; and
- Participate in the study of ways to verify the resources of the national economy by investing the results, of scientific and technological research in industry and directing it in the services of the State's economic and social development goals.
# Application Form for Training Workshop in Kuwait

## Title of Course

**TRAINING WORKSHOP ON TECHNOPRENEURSHIP FOR GULF COUNTRIES**

## Date, Duration & Venue of Course

**29 SEPTEMBER – 3 OCTOBER 2013 (5 DAYS) KUWAIT CITY, KUWAIT**

## Personal Particulars

<table>
<thead>
<tr>
<th>Family Name (Surname)</th>
<th>Date of Birth (Date/Month/Year)</th>
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<tbody>
<tr>
<td>First Name</td>
<td>Nationality (Citizenship)</td>
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<tr>
<td>Other Given Names</td>
<td>City &amp; Country of Birth</td>
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<tr>
<td>Designation : Prof./ Dr / Mr / Mrs/ Ms ___________________</td>
<td>Gender (Male/Female)</td>
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<tr>
<td>Passport Number</td>
<td>Marital Status (Single/Married)</td>
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## Communication & Mailing Address

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<tr>
<th>Applicant’s Office Address</th>
<th>Applicant’s Home Address</th>
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<td>Country</td>
<td>Area</td>
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<td>Fax</td>
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<td>Mobile</td>
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## Person to be Contacted, in Case of Emergency

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<th>Name</th>
<th>Address</th>
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<td>Tel. No.</td>
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### EDUCATION

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<th>Name of Institution &amp; Place of Study</th>
<th>Major Field of Study</th>
<th>Years of Study</th>
<th>Degree</th>
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### EMPLOYMENT RECORD

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<th>Title of Post</th>
<th>Employer</th>
<th>Duration of Service</th>
<th>Type of Organization (Please ✓ box)</th>
<th>Main Functions of Organization</th>
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<td>Government</td>
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<td>Semi-Government</td>
<td>NGO</td>
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Description of your Current Work including your Responsibility
(Please use supplementary pages, if necessary)

Description of your invention / product / patent that can be considered for commercialization
(Please use supplementary pages, if necessary)
**REASONS FOR APPLYING THIS TRAINING WORKSHOP**

Please briefly state the reasons for applying this training workshop and how you hope to benefit this programme.

Have you participated in any training programmes in Malaysia before? (Please ✓ box)  
[ ] Yes  [ ] No

If YES, please provide the following information:

<table>
<thead>
<tr>
<th>Name of Programme</th>
<th>Organizer</th>
<th>Date</th>
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**CERTIFICATION OF ENGLISH LANGUAGE PROFICIENCY**

(Please ✓ in box)  

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<tr>
<th>Proficiency</th>
<th>Remarks</th>
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<tr>
<td>Excellent</td>
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<tr>
<td>Good</td>
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<td>Fair</td>
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Listening  
Speaking  
Writing  
Reading  

Language Test Administered by  
Mother Tongue

Title  
Address

Tel No  
Email  
Date  
Signature

**MEDICAL REPORT** (To be completed by an Authorized Position)

Name of Applicant

<table>
<thead>
<tr>
<th>Age</th>
<th>Sex</th>
<th>Height (cm)</th>
<th>Weight (kg)</th>
<th>Blood Group (Please ✓ box)</th>
<th>Blood Pressure</th>
</tr>
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<td>A</td>
<td>B</td>
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(Please ✓ in box)

Is the person examined at present in good health?  
[ ] Yes  [ ] No

Is the person examined physically and mentally able to carry out intensive training away from home?  

Is the person free of infectious diseases (AIDS, tuberculosis, trachoma, skin diseases, etc.)?  

Does the person examined have any condition or defect (including teeth) which might require treatment during the workshop?  

List abnormalities indicated in the chest x-ray?  

Pregnancy test (for women only)?  

I certify that the Applicant is medically fit to undertake a training workshop in Malaysia.

Name of Physician

Address of Clinic (printed)

Tel No. (printed)  
Signature of Physician

Email

Seal of Clinic  
Date
## DECLARATION

Have you ever been convicted by a Court of Law of any country?  
(Please box)  

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
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If **Yes**, please give brief details:

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I certify that my statements in answer to the foregoing questions are true, complete and correct to the best of my knowledge and belief.

If accepted to the training workshop, I undertake to:

(i) Carry out such instructions and abide by such conditions as may be stipulated by both the nominating government and the host government in respect of this course of training;

(ii) Follow the course of study or training, and abide by the rules of the institution in which I undertake to study or train;

(iii) Refrain from engaging in political activities, or any form of employment for profit or gain;

(iv) Submit any progress reports which may be prescribed; and

(v) Return to my home country promptly upon the completion of my course of studies or training.

I fully understand that if I am granted an award it may subsequently withdrawn if I fail to make adequate progress or for other sufficient cause determined by the host Government.

<table>
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<tr>
<th>Name</th>
<th>Signature of Applicant</th>
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<tr>
<td>Date</td>
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## OFFICIAL DECLARATION (To be completed by the Head of Department)

<table>
<thead>
<tr>
<th>Organization Name</th>
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<tbody>
<tr>
<td>Name of Applicant</td>
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</table>

nominates for the training workshop under the International Science, Technology and Innovation Centre for South-South Cooperation (ISTIC) and certifies that:

(i) all information supplied by the nominee is complete and correct; and

(ii) the nominee had adequate knowledge and was appropriately tested for English Language proficiency.

<table>
<thead>
<tr>
<th>Remarks</th>
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<table>
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<tr>
<th>Name</th>
<th>Signature of Responsible Head of Department</th>
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<tr>
<th>Designation (Official Seal/Stamp)</th>
<th>Address of Organization</th>
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<th>Date</th>
<th>Office Tel No.</th>
<th>Office Fax No.</th>
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_NOTE:_ INCOMPLETE AND/OR UNENDORSED FORMS WILL NOT BE PROCESSED