



CIP FORUM 2018

Theme: TRANSFORMATION

Chairpersons: Keith Bergelt (Open Invention Network) and Maaïke van Velzen (Philips)

When: September 23-26, 2018

Location: Wallenberg Conference Center, University of Gothenburg

Website: www.cipforum.org

Overview

The CIP FORUM is CIP's flagship event where partners, colleagues, alumni, and invited guests gather in Göteborg to address the key industry, university, and policy challenges of the transformation to a knowledge economy. The event has been held on seven occasions since 2001 with the next event scheduled for September 23-25, 2018. The focus of the event is on sharing innovative ideas, research, and practical experiences among global actors. A blend of theory and practice is employed to bridge the gap between strategy and policy and encourage critical reflection in a world where business and public policy are both in transition. The inclusion of local graduate students from Chalmers and University of Gothenburg in the event allows the next generation to voice their opinions through the unfiltered lens of the beginner's mind. A key goal of CIP FORUM is to transform the dialogue into action through new initiatives together with industry partners, academia, and policy makers that will be carried out and presented in the next event.

CIP FORUM 2018 will focus on the theme of Transformation, which is a natural progression from the previous theme of Convergence. The event will consist of two main tracks as follows:

1. Digitization (Digital Transformation) Track

- Provide an understanding of the industrial and societal impact of several emerging disruptive technologies that are driving digital transformation (Industry 4.0 in particular)
- Provide knowledge to derive business strategies on how to manage IP and technology positions for competitive advantage in an era of digital transformation
- Discuss the implications of digital transformation on existing institutions and provide insights to guide effective policy-making

2. Globalization (Global Transformation) Track

- Provide an understanding of the changing global competition for technology/innovation leadership (in particular a comparison of China, India, US, and EU)
- Provide an understanding of the key comparative dynamics and drivers of technology investment/returns within the IP/innovation eco-systems in China in comparison to the US/EU (e.g. respective advantages, disadvantages,



requirements and trade-offs, *etc.*, which might reflect technology, market, legal, legislative or regulatory influences).

- Provide knowledge to derive strategies for reconciling the disparate IP/innovation environments that best realize their respective corporate objectives – within and between the US/EU and China (e.g. Including guidance on types of IP, business models and commercialization vehicles, *etc.*)

The event will discuss challenges, trends, and specific management and policy issues that characterize the opportunities and threats of globalization of innovation and digital transformation for industry and policy-makers. These issues will be addressed through plenary, break-out, workshop, and roundtable sessions at different levels of focus, including policy, strategy, and operational levels. Participation is based on invitation, where the specific sessions are designed in collaboration with CIP partner organizations and board members as well as the key interests of the invited participants. The goal of the event is to provide a comprehensive understanding of the key globalization and digitalization issues by leading global policy makers, executives, and experts in an open environment where all participants have an opportunity to partake in the dialogue.

Program

Between 200-250 persons will participate in the four days of activities. The event starts on Sunday afternoon with participant-developed workshops and roundtables for guests that arrive early.

The main conference program on Monday and Tuesday is designed as a collaborative meeting where the key issues are raised in an introductory plenary, discussed in-depth in parallel workshops and roundtables over one full day, and then finalized through a concluding plenary where the results of the parallel sessions are presented and discussed.

During the lunch sessions and the mingle events, student-run technology innovation projects and master thesis projects will be presented for feedback at specific stands in the conference area. Participants are encouraged to challenge the students' business concepts and hypotheses in what we hope will stimulate a great exchange of ideas. Below is an illustration of the schedule of events.



Sunday, Sep. 23rd	Monday, Sep. 24th	Tuesday, Sep. 25th	Wed., Sep. 26th
	Plenary: Globalization	Plenary: Digitization	University Utilization Meeting
Lunch	Lunch	Lunch	Lunch
Workshops/ Roundtables/ Meetings	Breakout Sessions	Breakout Sessions	
	Breakout Sessions	Breakout Sessions	
	Plenary Reporting	Plenary Reporting	
Welcome Event	Mingle Event	Mingle Event	
	Conference Dinner		

Sunday, Sep. 23rd

12:00-19:00

School of Business, Economics and Law, University of Gothenburg

12:00-13:30 Lunch

13:30-17:00 Workshops/Roundtables (Coffee Break: 15:00-15:30)

1. Trade Secret Strategies
2. Copyright in a Digital Economy
3. Brand/Trademark Strategies in a Digital Economy
4. Access to Research Results in University-Industry Collaborations
5. Patenting Software in the US, EU, and China
6. Data as an asset and property
7. New Advances in Innovation Information and Analytics
8. Strategies to Manage FTO in a Digital Economy
9. IP Strategies and Digital Platforms
10. Digital Disruption in Pharma and Healthcare

17:00-19:00 Welcome Event



DIGITALIZATION

Monday, Sep. 24th Plenary

08:30-19:00

Wallenberg Conference Center, University of Gothenburg

08:30-08:45 CIP Welcome – Transforming Knowledge into Wealth and Welfare

- Ulf Petrusson, Co-Director, CIP
- Bowman Heiden, Co-Director, CIP

08:45-09:15 Chairpersons Introduction – The Opportunities and Challenges of a Global, Digital Economy

- Maaïke van Velzen, Philips
- Keith Bergelt, CEO, Open Invention Network

09:15-10:30 Digital Disruption: How digitalization will redefine industry and society?

10:30-11:00 Coffee Break

11:00-12:15 The Digital Economy: What is the role for intellectual property?

12:15-13:30 Lunch and Exhibition

13:30-14:45 Breakout Session 1 – IoT/Automation

Breakout Session 2 – AI/ML/BigData

Breakout Session 3 – Blockchain

Breakout Session 4 – Cyber Security

14:45-15:15 Coffee Break

15:15-16:30 Breakout Session 1 – IoT/Automation

Breakout Session 2 – AI/ML/BigData

Breakout Session 3 – Blockchain

Breakout Session 4 – Cyber Security

16:30-17:30 Reporting of Breakout Session Insights

17:30-18:30 Mingle Event

19:00-22:00 Conference Dinner Party



GLOBALIZATION

Tuesday, Sep. 25th Plenary

08:30-19:00

Wallenberg Conference Center, University of Gothenburg

08:30-08:45 Chairpersons' Welcome

08:45-09:15 Keynote

09:15-10:30 Global Innovation Competition: Who will control the key technology positions of the future?

10:30-11:00 Coffee Break

11:00-12:15 IP and Innovation in/from China – Key Impact Areas
Moderator: Damon Matteo

12:15-13:30 Lunch and Exhibition

13:30-14:45 Breakout Session 1 – Legal, Government & Regulatory
Breakout Session 2 – Innovation Drivers
Breakout Session 3 – Entrepreneurial Environment

14:45-15:15 Coffee Break

15:15-16:30 Breakout Session 1 – Legal, Government & Regulatory
Breakout Session 2 – Innovation Drivers
Breakout Session 3 – Entrepreneurial Environment

16:30-17:30 Cross-Border: Strategies and Business Models

17:30-19:00 Mingle Event