

# CONFERENCE ON VALUATION OF INTANGIBLE ASSETS

15 October 2019 | 9.00 am – 6.00 pm | Hilton Petaling Jaya

## APPLIED FOR:

5 CPD HOURS – BOARD OF VALUERS, APPRAISERS, ESTATE AGENTS & PROPERTY MANAGERS

5 CPE HOURS – IACVS

5 CPD POINTS – BAR COUNCIL CPD CODE: T2/15102019/BVAM/SLG193617/5

Organised by, the Business Valuers Association Malaysia (BVAM)

BVAM

Supported by, the Valuation and Property Services Department of the Ministry of Finance, Malaysia (JPPH)



The shifting and accelerating trend of businesses and companies being driven and valued for their intangible capital such as intellectual property and other intangible assets have not slowed down. In fact, numerous market studies have shown that businesses are increasingly more savvy about these invisible assets in the knowledge economy where intangible rules. This Conference is timely to address the various opportunities and challenges proffered by this shifting tide, to c-suite executives, entrepreneurs and service providers on the current best practices of valuing business and its intangibles, challenges and new insights with the rise of increased sophistication of companies in monetising their IP rights. It will see a gathering of industry leaders and practitioners and service providers in sharing their insights and experience with participants through plenary sessions and carefully tailored and moderated panel sessions.

9:00 am – 9:10 am

Welcome Address



**Sr ELVIN FERNANDEZ**,  
President of BVAM

9:10 am – 9:30 am

**Keynote 1:** *Bringing Malaysia into the Ranks of Developed and High Income Nation Through Monetisation of Intangibles and Intellectual Property.*



**Director General** of Valuation and Property Services Department of Malaysia (JPPH)

9:30 am – 9:50 am

**Keynote 2:** *Fostering and Nurturing Ecosystems to Enable Businesses to Leverage on IP as a Strategic Value Driver for Businesses.*



**YB DATO' MOHAMAD ROSLAN MAHAYUDIN**,  
Director General of Intellectual Property Corporation of Malaysia (MyIPO)

9:50 am – 10:30 am

**Plenary 1:** *Current Development and Latest Trends in the Valuation of Intangibles and IP in the United States of America and its Impact on Businesses.*



**WILLIAM A. HANLIN JR.**, President and CEO of the International Association of Certified Valuation Specialists (IACVS)

10:30 am – 11:00 am

COFFEE/TEA BREAK

11:00 am – 12:00 pm

**Plenary 2:** *Leveraging Intangibles & IP for Stakeholder Value Enhancement – Evolution, Rationale and Approaches to Valuation.*



**SRIVIDYA GOPALAKRISHNAN**,  
Managing Director,  
Duff & Phelps Singapore

12:00 pm – 12:45 pm

**Plenary 3:** *Valuation of IP for Bank Financing and Lending – the Singapore Initiative.*



**JERROLD TAN**, Assistant Director,  
Commercialisation Cluster IP  
Management and Markets (IPOS)

12:45 pm – 2:00 pm

LUNCH BREAK

2:00 pm – 3:00 pm

**Panel Session 1:** *Why Businesses and C-suite Level Executives Should Start to Focus More and Have a Better Strategy for the Company's Intangible Assets?*



**DATO' DR. RAJEN M**,  
Chief Executive Officer  
Holista Colltech Ltd



**JAMESY LAYA**,  
Partner and Head  
of Valuations,  
KPMG Singapore



**TYLER CAPSON**,  
Managing  
Director, Asia  
EverEdge Global



Moderator:  
**CHRISTINE NG**, IP  
Valuation Director,  
Adastra IP (M) Sdn Bhd

3:00 pm – 3:45 pm

**Plenary 4:** *Valuation of Intangibles for Financial Reporting.*



**STEVE CHOONG**, Director,  
Corporate Advisory, YYC  
Advisors Sdn Bhd

3:45 pm – 4:15 pm

COFFEE/TEA BREAK

4:15 pm – 4:45 pm

**Plenary 5:** *Valuing Intangible Assets and IP in the Context of Raising Funds for Private Equity, Mergers and Acquisition Exercise – Insights, Challenges and Best Practice.*



**GARY MAN**, Managing  
Director, GCA Professional  
Services Group, Hong Kong

4:45 pm – 5:30 pm

**Plenary 6:** *Global Trends and Landscape on How Intangible Assets are Changing the Global Business Landscape – IP Financing, IP Insurance, IP Securitisation.*



**PETER WILLIMOTT**, Senior Program  
Officer, World Intellectual Property  
Organization (WIPO)

5:30 pm – 5:45 pm

Closing Remarks

– End of Programme –

FOR FURTHER DETAILS ON THE CONFERENCE AND SPEAKERS, PLEASE VISIT OUR WEBSITE AT [www.bvam.org.my](http://www.bvam.org.my)

## REGISTRATION FORM

**Event** : CONFERENCE ON VALUATION OF INTANGIBLE ASSETS  
**Date** : Tuesday, 15 October 2019  
**Time** : 9:00 am – 6:00 pm  
**Venue** : Kristal Ballroom at Hilton, Petaling Jaya  
**Fees** : **MYR 800.00** per participant  
           **MYR 600.00** per participant (BVAM Members)  
           (Early Bird: 10% discount for registration and payment received before 30 September 2019)  
           (Group of 3 or more pax from same company registered at the same time: 10% discount)  
**Closing Date** : 10 October 2019

\*Please use multiple forms for additional participants.

No	NAME OF PARTICIPANT	DESIGNATION	MOBILE NO	EMAIL (for sending notification and confirmation)
1				
2				
3				

### NAME & ADDRESS OF COMPANY

CONTACT PERSON	TEL NO	FAX NO	EMAIL

### PAYMENT DETAILS \*

Enclosed herewith is the bank-in slip/proof of payment dated \_\_\_\_\_ for RM \_\_\_\_\_ made payable to the **Business Valuers Association Malaysia, CIMB Account No. 8602484305.**

\*All Registration Forms must be emailed to [melanie.bvam@gmail.com](mailto:melanie.bvam@gmail.com) and c.c. to [secretariat@bvam.org.my](mailto:secretariat@bvam.org.my) together with the proof of payment. **BVAM** will issue you with an **Official Receipt** upon payment received.

**Refund Policy: No refunds will be given. If you cannot attend after registration, you may appoint another suitable person to replace you.**

\*As seats are limited, confirmation will be on receipt of payment basis. Kindly make your payment early to confirm your seats.

### Other information:

Basement parking at Hilton, PJ is at **MYR 12.00 nett** per entry per car with event validation.  
Valet parking is at **MYR 30.00 nett** per entry per car.

**For all enquiries and registration, please contact:**

#### MELANIE

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#### Sr NADILA HAMIDI

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### WHO SHOULD ATTEND?