

# "Bio-Market Transfer" Bioentrepreneurship Workshop

**DATE** : 25 - 26 August 2016  
(Thursday - Friday)  
**TIME** : 9:00am - 5:30pm  
**VENUE** : International Medical University,  
Bukit Jalil, Kuala Lumpur, Malaysia

## Keynote Speakers



**Prof Ong Kok Hai**

Director of External Affairs,  
International Medical  
University



**Zurina Che Dir**

Senior Vice President,  
Bioeconomy Programme  
and Delivery Management  
Division



**Peter Ong**

Vice President,  
International Council for  
SME and Entrepreneurship  
Malaysia



**Redzuan Ali**

Director of Intellectual  
Property Academy,  
Intellectual Property  
Corporation of Malaysia



**Zulkifli Badruddin**

Vice President, Corporate  
Finance and Funding,  
Malaysian Biotechnology  
Corporation



**HRDF Claimable**  
\*subject to approval

"Bio-Market Transfer" bioentrepreneurship workshop aims to be a platform for the life sciences research to be transferred to industry. This workshop will cover all topics to bridge the knowledge in the lab to the marketplace, including current scenario of bioindustry in Malaysia, funding resources, IP and licensing strategy, entrepreneur mindset, value proposition for innovative and customer centric biotechnology products and developing business plan.

## OBJECTIVES

- To bridge the gap between life sciences / academia and industry.
- To cultivate bioentrepreneurship among bio-based undergraduates, postgraduates, academicians, researchers.

## TARGET AUDIENCE

Undergraduate students, Postgraduate students, Budding entrepreneurs, Academicians, Researchers.

## PROGRAMME HIGHLIGHTS

Activities	Speaker/Facilitator(S)
Current Scenario of Bio-Based Industry in Malaysia	<b>Zurina Che Dir</b> <i>Senior Vice President</i> Malaysian Biotechnology Corporation
Funding Resources and Investing	<b>Zulkifli Badruddin</b> <i>Vice President</i> Malaysian Biotechnology Corporation
The Entrepreneurial Mindset	<b>Prof Ong Kok Hai</b> <i>Director of External Affairs</i> International Medical University
IP Laws and Regulatory	<b>Redzuan Ali</b> <i>Director of Intellectual Property Academy</i> Intellectual Property Corporation of Malaysia
Design Innovative and Customer-Centric Biotechnology Products	<b>Peter Ong</b> <i>Vice President</i> International Council for SME and Entrepreneurship Malaysia
Design Pyramid of Purpose to Have A Clear and Compelling Business Direction	
Business Plan Fundamentals	
Mind Mapping Activity: Dare to Dream	
Activity: Pyramid of Purpose	
Activity: One-Page Business Plan	
Business Plan Presentation	

**REGISTRATION FEE: RM1200** (inclusive of 6% GST)

## CONTACT PERSON

Liong Siao Lin / Janet Foo  
Tel : +60 3 2731 7669 / 7072  
Fax : +60 3 8656 8018  
Email : icl@imu.edu.my

SCAN FOR MORE



co-organised with:



[www.imu.edu.my/icl](http://www.imu.edu.my/icl)

**REGISTRATION FORM**

Name: \_\_\_\_\_ Nationality: \_\_\_\_\_  
Gender: Male  Female  Title: Mr  Mrs  Ms  Prof  Dr  Other: \_\_\_\_\_  
Organisation: \_\_\_\_\_  
Department: \_\_\_\_\_ Position: \_\_\_\_\_  
Tel No: ( ) \_\_\_\_\_ Fax No: ( ) \_\_\_\_\_ Mobile Phone No: \_\_\_\_\_  
Address: \_\_\_\_\_  
Postcode: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_  
Please indicate whether this is your office or home address: Organisation  Home   
Email: \_\_\_\_\_  
Organisation's Website (if any): \_\_\_\_\_  
Dietary Needs/Preference: Vegetarian  Non-Vegetarian   
Are you an IMU Alumni member? Yes  No

**REGISTRATION FEE** RM1200**MODE OF PAYMENT**

Please tick your option:

- Cash  
 Cheque\* (for Malaysian Banks only)  
 Credit Card

I hereby authorise the processing of my card for the sum of (USD/RM): \_\_\_\_\_

Please complete the following sections. These details are required for security purposes.

Type of Card:  VISA  MASTERCARD Issuing Bank: \_\_\_\_\_

Cardholder's name (as it appears on the card): \_\_\_\_\_

Card Number:               Card Expiry Date:   /   (MM/YY)Card Security Code (3 digits found on reverse VISA / MASTERCARD)    Bank Draft\* Bank of Issue: \_\_\_\_\_ Date: \_\_\_\_\_ Total Amount (USD/RM): \_\_\_\_\_

\* Payable to IMU Education Sdn Bhd

**CANCELLATION POLICY**

1. Any cancellation of registration must be made in writing to the Secretariat of "Bio-Market Transfer" Bioentrepreneurship Workshop.
2. There will be a 50% refund of registration fee for cancellation made before 25 July 2016.
3. There will be a 30% refund of registration fee for cancellation made before 11 August 2016.
4. There will be no refund of registration fee for cancellations made after 18 August 2016, however a substitute participant will be welcomed.
5. The Organiser reserves the right to cancel or change the topic of the workshop, if for whatever reasons beyond its control, the workshop cannot be held as scheduled or the topics need to be altered.

**DECLARATION AND AUTHORISATION**

1. I confirm that the above information is correct and I will inform IMU when there is any change to this information.
2. I have read, understood and consent to the processing of my personal data as set out in the enclosed Privacy Notice.

\_\_\_\_\_  
Signature\_\_\_\_\_  
Date**DISCLAIMER:**

The organiser reserves the right to make such alterations to the programmes as circumstances dictate and will not accept responsibility for any errors, omissions or changes made to the speakers' information. The views and opinions expressed by the speakers at this workshop are not necessarily the views and opinions of the organiser.

**FOR MORE INFORMATION, KINDLY CONTACT:**

Liong Siao Lin / Janet Foo  
126, Jalan Jalil Perkasa 19, Bukit Jalil, 57000 Kuala Lumpur, Malaysia  
Tel: +60 3 2731 7669 / 7072 Fax: +60 3 8656 8018  
Email: icl@imu.edu.my