

Dubai to host seminar on international property valuation

Event to focus on bringing international practices in intellectual property valuation to the Arab world

By Our Staff Reporter

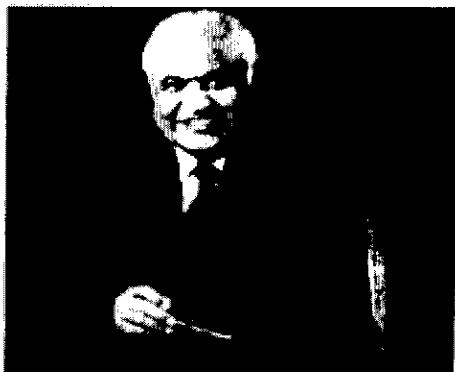
Dubai

An international seminar on Intellectual Property Valuation will be held at the Al Bustan Rotana Hotel in Dubai on November 27 and 28, 2005. The two-day seminar is organised by Federation Internationale Des Conseils En Propriete Industrielle (FICPI) and Licensing Executives Society - Arab Countries (LESAC), and sponsored by Abu Ghazaleh Intellectual Property (AGIP).

The seminar will focus on

patents according to international financial reporting standards, and the importance of Intellectual Property Valuation in Intellectual Asset Management.

Motaseem Abu Ghazaleh, Executive Director-National Marketing of Abu Ghazaleh Intellectual Property, Dubai Office said, "The seminar is reflective of the fact that Intellectual Property Valuation as a concept is gaining prominence in the Arab World. The event will shed light on international practices in the discipline, and emphasize the importance of



Talal Abu Ghazaleh, Chairman and CEO of Talal Abu Ghazaleh Organization

the valuation and pricing methods related to the field of Intellectual Property, with specific reference to the Arab World. The event features a number of renowned speakers, who will tackle major practical issues related to the valuation of trademarks and innovative technologies, which are important intangible assets to companies. In addition, the event will address the issue of how to evaluate Intellectual Property Rights by adopting international best practices.

The speaker line-up includes such internationally renowned figures as Talal Abu Ghazaleh, Chairman and CEO of Talal Abu Ghazaleh Organization (TAGO) who will address the gathering on the topic of Intellectual Property Valuation in the Arab World, Dr. Ulrich Moser, Dr. Helma Goddard, Ingo Bruckner, Danny Huntington, Walter Hasben and Elhab Dawoud.

The seminar will discuss at length a range of topics relevant to companies in the Arab region, such as valuation of innovative technologies, license analogy based approaches, formation and assessment of complex patent portfolios, accounting of

applying such practices in the Arab World. There will be an exclusive session on valuing brand equity in the Arab World, complemented by relevant case studies from the region.

"Dubai is the ideal venue to host this seminar, being home to a large number of companies with intangible assets such as trademarks," Motaseem Abu Ghazaleh said. "Moreover, several indigenous companies in the UAE are expanding their presence beyond their homeland and are going global, which accentuates the need to adopt international best practices in evaluating the companies' worth."

Motaseem Abu Ghazaleh added, "AGIP has been at the forefront of protecting IP and promoting the concept of Intellectual Property Valuation in the Arab World. Our decision to extend support to this seminar is in keeping with our sustained commitment to promote best practices in evaluating Intellectual Property."

The seminar is expected to be attended by about 150 professionals, mostly managers and lawyers, from several countries, including the UAE, Saudi Arabia, Jordan, Libya, Lebanon, Syria and Turkey.