

## Strategic IP management programme for biopharma industry

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It is very important that the pharma and biotech companies know how to deal with issues on labour and financial capital, manage their IP, including patent protection of their inventions. Intellectual property rights (IPR), especially in the form of patents, is very important for companies producing new drugs in the pharmaceutical industry, because a substance patent for pharmaceuticals provides extensive coverage for property rights, a small number of patents can cover one new drug and each patent is extremely valuable.

Therefore, the three day programme on Strategic IP Management for the Pharma and Biotech Sector to be held from November 20 to November 22, 2013, is expected to provide a platform to create and foster innovation and IP culture in various organizations and discuss on various IP management strategies and tools used for sustainable development of an enterprise.

The programme will help in gaining an insight into best practices in managing IP assets in an organization. The objectives of the Programme will be to strategic use of intellectual property rights and IP Management to gain and sustain competitive advantage, to understand the role to IP Management in any industry's structure, learn about what options do IP Management offer vis-à-vis competitors.

Apart from that, the programme includes discussions on IPR role to chalk out a road map for an organizational design that accommodates an intellectual property strategy most effectively. Also to harness the importance of IP management for a company to gain vertical power along the value chain is also on the agenda.