

What accountants should know about Intellectual Capital Management

About the topic

High level performance of organisations is no longer driven by traditional physical assets, but mainly by Intellectual Capital (IC), which includes knowledge, skills, brands, corporate reputation, business contacts, information, processes, patents, trust, organisational culture, etc.. IC helps to drive success and future value creation. IC Management (ICM) is a set of simple management tools, which allows enterprises to tap into reservoirs of knowledge and expertise that they already possess but may not be exploiting effectively. It also helps them to appreciate competitive pressures from outside and identify their needs to obtain improved knowledge and expertise.

The Intellectual Property Department, the Innovation and Technology Commission and the Trade and Industry Department run an ICM programme to help enterprises gain an understanding of ICM and to show them how to apply ICM tools to maximise their business potential and to compete more effectively in the market. IC reports are important sources of non-financial data for assessing a company's performance, preparation to mitigate business risk and future creative capabilities. The ICM programme has teamed up with five banks/partnering lending institutions (PLIs), which, upon successful applications for business loans, offer favourable financial and/or service privilege(s) to enterprises that have prepared their own IC reports.

At this event, the Director of Intellectual Property will explain the arrangements with PLIs, and other speakers will cover:

- How to identify IC in organisations
- How to map the value creation process of organisations
- How to manage IC
- How to report IC

About the programme

Date & Time	18 August 2010, 6:30 pm – 8:30 pm
Venue	Training Centre, Hong Kong Institute of CPAs, 27/F, Wu Chung House, 213 Queen's Road East, Wanchai
Fee	HKD190 per person for HKICPA members HKD300 per person for Non-HKICPA members
CPD credit	2 hours
Language	English
Target	Members working in the business sectors
Competency	General Business and Professional Knowledge, General Management Skills*
Rating	Foundation/Intermediate Level*
Application Deadline	13 August 2010

Rundown

- 6:15 p.m. Registration starts
- 6:30 p.m. Opening remarks by chair
- 6:35 p.m. Presentation
- 8:15 p.m. Q&A session
- 8:30 p.m. Closing remarks by chair

Chair

Ms. Susanna Chiu
Member
PAIB Leadership Panel

* Please refer [here](#) for descriptions of other competencies and ratings.

What accountants should know about Intellectual Capital Management

Speakers

Mr. Stephen Selby, the Director of Intellectual Property, heads the department of about 170 staff, which is responsible for maintaining the Hong Kong SAR's trademarks, designs and patents registries. The department is also responsible for the promotion of intellectual property protection in the Hong Kong SAR, and for the preparation and maintenance of legislation to protect intellectual property in line with international standards and norms. Mr. Stephen Selby graduated from the University of Edinburgh with M.A. in Chinese (Hons.) in 1974. He joined the Hong Kong Government in 1978 and has taken important positions in various departments. He became the Director of Intellectual Property in 1994. He was also appointed Justice of the Peace in 1993.

Mr. Stephen Selby has been invited frequently to speak at international symposia and universities in the People's Republic of China. He has been elected as Chair of the APEC Intellectual Property Experts' Group (IPEG) from 2008-2010.

Dr. James Fok is the Executive Director of Group Sense (International) Limited, responsible for the group's strategic development and is also in charge of Asia Intellectual Capital Alliance, an alliance of angel investors and intellectual capital gurus in Hong Kong and Europe, and Hong Kong Angel Investor Network. James has more than 10 years of experience in investing in and nurturing new start-up companies.

Ms. Dora Chong is the Manager of Asia Intellectual Capital Alliance specialised in intellectual capital management and knowledge management services. Dora was the Manager of the Knowledge Management Research Centre of the Hong Kong Polytechnic University. She was also the instructor and module co-developer of the HKCyberU Master of Science Programme in Knowledge Management.

Registration

The number of places is limited and in the event of over-subscription, places will be allocated on a first-come-first-served basis with priority given to PAIBs.

To register:

- **Online registration** (for HKICPA members only): Please [click here](#).
- **By post or by fax**: Complete the attached reply slip and return it to the Institute on or before 13 August 2010, together with a cheque made payable to "Hong Kong Institute of Certified Public Accountants". Fax registration will be accepted for payment by any Visa/Master credit card. Confirmation of registration will be sent by e-mail. If confirmation has not been received by 16 August 2010, please contact Ms May Hung at 2287 7009 / Ms Canace Leung at 2287 7089.

