

PRESS RELEASE

MAJOR INTERNATIONAL INTELLECTUAL ASSETS CONFERENCE IN GLASGOW

One of Europe's leading conferences on the management of intellectual assets is staged next month in Glasgow.

Hundreds of delegates from across Europe will attend the 3rd International Congress, combined with IFKAD (International Forum on Knowledge Asset Dynamics) 2009, organised by the Intellectual Assets Centre, at the University of Glasgow on 17th -18th February 2009.

Among the topics to be covered in a series of masterclass workshops at the business facing Congress on 17th February are how to use effective intellectual asset management to win business through procurement, the links between university IP and research for the benefit of the wider economy and how to manage intangible assets in a recession.

The keynote business speaker is Debra Amidon, Chair and CEO, Entovation International, the global innovation research and consulting network linking 90 countries, a recognised world leader in the fields of knowledge management, customer innovation and enterprise transformation.

Staged for the first time in Scotland, the more academic IFKAD, on the 18th February, offers a wide range of academic sessions led by international experts including Leif Edvinsson and JC Spender, as well as such illustrious speakers as Jacques van der Meer of the European Investment Bank, and Rob Huggins from the University of Cardiff.

Delegates attending the event include professional advisers working in intellectual property, economic development, knowledge and technology transfer, accountants, supply chain professionals, software developers, policy makers, international academics and Masters and PhD students.

Iain Russell, chief executive, Intellectual Assets Centre said, "This unique event gives delegates an unprecedented opportunity to hear and interact with international and national speakers and delegates from both business and academia through a highly focussed programme of sessions, designed to address issues of real importance to organisations in these challenging times."

Delegate places are currently available, ranging from £126.50 (incl VAT) for a single day rate. For further information and to register, visit www.ia-centre.org.uk

ENDS