



ASSOCIATION OF
SOUTHEAST ASIAN NATIONS



IP VIET NAM

INTELLECTUAL PROPERTY
OFFICE OF VIETNAM



JAPAN PATENT OFFICE



NATIONAL TRAINING SEMINAR

WIPO/IP-ASEAN/HAN/26
ORIGINAL: ENGLISH
DATE: MARCH 13, 2026

National Training Seminar on IP Valuation

This course is designed for valuation professionals who already have a basic understanding of the IP valuation approaches and methodologies. The course includes case studies and group discussion, offering participants interactive and engaging learning experiences in the field of IP valuation.

organized by
the World Intellectual Property Organization (WIPO)

the Intellectual Property Office of Viet Nam (IP Viet Nam)

and
the ASEAN Secretariat (ASEC)

with support from
the Japan Patent Office (JPO)

**Hanoi, Viet Nam,
March 17 and 18, 2026**

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Day 1, Tuesday, March 17, 2026

8.00 – 8.30	Registration	
8.30 – 8.45	Opening	
	Welcome addresses by:	
	- Mr. Nguyen Hoang Giang, Deputy Director General, Intellectual Property Office of Viet Nam (IP Viet Nam)	
	- Mr. Pham Van Binh, Deputy Director General, Price Management Department, Ministry of Finance, Viet Nam	
	- Mr. Michael Kos, IP Finance and Valuation Specialist, IP and Innovation Ecosystems Sector, World Intellectual Property Organization (WIPO), Geneva	
	- Mr. Akira OGAWA, JICA Expert in IP Vietnam from the Japan Patent Office (JPO), Japan International Cooperation Agency (JICA)	
8.45 – 9.30	Theme 1	Introduction to IP and IP valuation - Introduction to IP and its strategic role in modern economy - Understanding key features of IP rights and related intangibles - IP Valuation purposes and use - Difference between IP valuation and business valuation. Speaker: Mr. Michael Kos (WIPO)
9.30 – 9.45	Coffee Break	
9.45 – 10.15	Theme 2	IP and Intangibles in Viet Nam Speaker: Mr. Hoang Duy Khanh, Senior Official, International Cooperation Division, IP Viet Nam
10.15 – 10.45	Theme 3	Valuation practice in the country - National laws/regulation/standards. - Trend on IP valuation (purpose, methods, type of IP, etc.) - Overview of in-country practices Speaker: Ms. Duong Lan Anh, Deputy Head of Department, Valuation Management Division, Price Management Department, Ministry of Finance, Viet Nam
10.45 – 11.30	Theme 4	Qualitative analysis of IP - What are the tools available - Qualitative vs quantitative analysis - Legal due diligence of IP assets - Determine the role of the IP asset in the business environment - Determine the qualitative strengths and weaknesses of

the IP

- Determine the context of the asset in the market

Speaker: Mr. André Gorius, Former Chair, IP Finance Task Force, Licensing Executives Society International (LESI), Lyon

11.30 – 12.00

Theme 5

Quantitative analysis of IP

- Foundational concepts for IP valuation
- IP valuation approaches and associated methods, key variables and limitations
 - Cost-based methods
 - Market-based methods
 - Income-based methods

Speaker: Mr. André Gorius (International expert)

12.00 – 14.00

Lunch Break

14.00 – 15.30

Theme 5

Quantitative analysis of IP

- Foundational concepts for IP valuation
- IP valuation approaches and associated methods, key variables and limitations
 - Cost-based methods
 - Market-based methods
 - Income-based methods

Speaker: Mr. André Gorius (International expert)

15.30 – 15.45

Coffee Break

15.45 – 16.15

Theme 6

Practical session: Building an Income-Based IP Valuation Model

- Live demo building an income-based IP valuation model
- Scenario and sensitivity analysis
- Introduction to Montecarlo simulations

Speaker: Mr. Michael Kos (WIPO)

16.15 – 17.00

Theme 7

Case Study: Pharma Patent Valuation with Montecarlo Simulation

Speaker: Mr. Michael Kos (WIPO)

Day 2, Wednesday, March 18, 2026

8.30 – 9.00	Theme 8	Valuation practice internationally - International regulation/standards - Trends in IP valuation (purpose, methods, type of IP, etc.) Speaker: Mr. Nicolas Konialidis, Technical Director Business Valuation Board and Asia Director, International Valuation Standards Council (IVSC), Singapore
9.00 – 9.45	Theme 9	Valuation Process - Define the context and purpose of the valuation - Gather and analyze data and information - Define valuation approach and method(s) - Run valuation(s) - Determine ranges for acceptable value(s) - Conclude on value(s) Speaker: Mr. André Gorius (International expert)
9.45 – 10.00	Coffee Break	
10.00 – 11.00	Theme 10	Case Study: Multi-Period Excess Earnings Method Example Speaker: Mr. Phuong Nguyen, Director, Advisory Services, Grant Thornton Viet Nam, Viet Nam
11.00 – 11.30	Theme 11	Input data and assumptions for valuation - Market research and sources of information - Benchmarking data - Estimation of market size, sales projections, costs, other cash items Speaker: Mr. André Gorius (International expert)
11.30 – 13.30	Lunch Break	
13.30 – 14.15	Theme 12	Case Study: Determination of Royalty Rates - Live demo of the determination of the royalty rates - Practical exercises Speaker: Mr. André Gorius (International expert)
14.15 – 14.45	Theme 13	Professionalism - Professionalism required for IP valuation practitioners - Skills and expertise Speaker: Mr. Levente Pethő, IP Management Consultant and IP valuation expert at Danubia Group, President of LES-Hungary, Vice Chair of LESI IP Valuation Committee

14.45 – 15.15	Theme 14	Contribution of qualitative assessment to quantitative valuation - Useful life of assets - How to quantify risk Speaker: Mr. Levente Pethő (International expert)
15.15 – 15.30	Coffee Break	
15.30 – 16.00	Theme 15	Conclusion on value / Introduction to assignment - IP value is a context-dependent opinion - IP value and the variation ranges - Introduction to assignment (TBD) Speaker: Mr. Levente Pethő (International expert)
16.00 – 16.15	Theme 16	Valuation Report - Content of the valuation report - Use of low scrutiny valuations Speaker: Mr. Levente Pethő (International expert)
16.15 – 16.30	Closing Remarks	Mr. Michael Kos (WIPO)

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