The APICC CHINA NETWORK

RECOMMENDED MODEL FOR DISCUSSION

By Dr Gordon McConnachie, Founding Chairman of Scottish Intellectual Assets Centre and Chief Technology Officer of Asia Pacific Intellectual Capital Centre

Role of Asia Pacific Intellectual Capital Centre (APICC)

The role of APICC is to raise awareness and provide support to companies, academia, government and all organizations in Hong Kong SAR as they seek to participate in and take maximum benefit from the knowledge economy, and to network them into the expertise currently being generated in the Intellectual Capital Centres around the world and in Mainland China.

Specifics of APICC China Network.

To support the stated role of APICC, the portal when fully deployed will:

1. Function as one of the contact routes between third parties and APICC.

2. Provide a contact and communication space for companies or organisations active in the IC and Technology Transfer space in Hong Kong SAR, China and the Rest of the World.

3. Provide information about the knowledge based economy and the role of IC in creating, extracting and releasing value in the modern mixed and knowledge rich economy.

4. Provide a facilitation space for joint projects between experts in different parts of the world and China, on the understanding that a project coordinator is supplied by one of the project participants. This service will not be free of charge.

5. Provide an industry specific forum section for discussion once an interest has been clearly demonstrated in a topic or interet area, and a discussion leader from a "member" organisation has been identified. This service will not be free of charge.

6. Provide an e-learning platform. This service will not be free of charge.

Access to the APICC China Network will be by application and selection/acceptance by existing

1

"members": it is proposed that there will be an open membership period from 1.1.2011 until 31.06.2011 after which the existing Network Members must approve new applicants. From July 1st 2011, a monthly new applicant list will be sent to Network Members for approval. A majority approval process will be applied, with presumed assent if a reply is not received within a two week period. It is not possible to have a truly open system in order to avoid unwanted activities (spamming, pornography, etc.) and in order to avoid "members" being added who are unacceptable to existing "members". APICC Leadership Team will seed the "membership" with a founder list to be approached as potential "Founding APICC China Network Members". Build up and deployment of the APICC Portal will be stepwise with (1), (2) and (3) being achieved first. These will be free of charge to "APICC China Network Members" who are not required to be members of APICC, while there may be charges for (4), (5) and (6) to be decided at a later stage.

Services which may be provided by APICC in fully Deployed Mode.
The following services may be provided by APICC and may be "soft marketed" on the web site.

1. Awareness raising: An introduction to ICM and its importance for companies and organisations working in the knowledge rich economy, designed for CEOs and MDs.

2. Education: A deeper description of ICM and how to put it into practice designed for practitioners.

3. Diagnosis: An assessment of the current IC state of an organisation and the fitness for purpose of its IC in supporting the fulfillment its mission, vision and strategy.   IC Audit Tool may be used here.

4. Coaching: guidance on how the organisation may develop to meet its IC centric needs in order to support its business plan.

5. Technology Transfer Support: support can be provided in all aspects of technology transfer.

There will be a charge for these services which will be in line with the not-for-profit status of APICC. Services (1) and (2) may be delivered to a mixed audience of companies or organisations as the material is generic: services (3), (4) and (5) must be delivered to a single company, organisation or project co-operative for reasons of confidentiality.
_____

2