



## LICENSING EXECUTIVES SOCIETY OF CHINA HONG KONG CHAPTER

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Dear Members:

**Re: First Seminar Organized by the Knowledge Advancement Committee**

Happy New Year! We are pleased to bring to you the first seminar in our Knowledge Advancement Workshop series.

“David and Goliath” – Tales of Partnering with Large Multi National Corporations

By: Dr. Murali Krishna Prahalad, Vice President, Business Development, Sequenom Inc.

Date : **February 16, 2005 (Wednesday)**

Time : **5:30 pm to 6:30 pm**

Venue : **Wilkinson & Grist, 6/F, Prince's Building, Chater Road, Central, Hong Kong**

It is often assumed that forming a partnership with a large, established corporation is a boon for the smaller company. While this is true in many respects, there are many potential pitfalls for smaller companies along the way. This talk will outline key take away lessons to be learnt from Sequenom's dealings with two large MNCs, one European and one Asian.

Dr. Prahalad is responsible for the licensing-in of relevant technologies and the licensing-out of proprietary genes and markers for Sequenom ([www.sequenom.com](http://www.sequenom.com), Nasdaq: SQNM). He has been instrumental in the establishment of various strategic alliances for Sequenom. Before joining Sequenom, Dr. Prahalad co-founded a software company to develop unique CRM software as well as provided consultancy services in various capacities. Dr. Prahalad is fluent in five languages and obtained his Doctorate in Biochemistry from Harvard University.

For this presentation, we have applied for one CPD point for eligible participants. Please bring along your law society card in case accreditation is awarded by the Law Society.

We are sure you will not want to miss this opportunity. Please complete the attached reply slip and return it to Ms Jasmine Yiu of Wilkinson & Grist by fax at 2877-1295 or by email to [yvonnechua@wilgrist.com](mailto:yvonnechua@wilgrist.com).

We look forward to seeing you on 16<sup>th</sup> February 2005.

Yours sincerely

ALICE NGAN                      JUSTIN DAVIDSON  
Co-Chairmen of Knowledge Advancement Committee  
LES China, Hong Kong Chapter



**LICENSING EXECUTIVES SOCIETY OF CHINA  
HONG KONG CHAPTER**

**Reply Slip**

To: Ms Jasmine Yiu  
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From: \_\_\_\_\_ [Name]  
\_\_\_\_\_  
[Company Name]  
\_\_\_\_\_  
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Date: \_\_\_\_\_

Licensing Executives Society of China - Hong Kong Chapter

**Topic :** "David and Goliath" – Tales of Partnering with Large Multi National Corporations  
**By :** Dr. Murali Krishna Prahalad, Vice President, Business Development, Sequenom Inc.  
**Date :** February 16, 2005 (Wednesday)  
**Time :** 5:30 pm to 6:30 pm  
**Venue :** Wilkinson & Grist, 6/F, Prince's Building, Chater Road, Central, Hong Kong  
**Admission:** LES Member: Free Non- Member: HK\$50

\_\_\_\_\_ Yes, I shall attend the above Meeting. I am a current LES member

\_\_\_\_\_ Yes, I shall attend the above Meeting. I am not a current LES member and shall pay the required admission fee of HK\$50 before the Meeting.

\_\_\_\_\_ I regret that I shall not attend the above Meeting.