

WIPO



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ORIGINAL: English

DATE: November 2003

WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

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WIPO ACADEMY ON INTELLECTUAL PROPERTY FOR AMBASSADORS

Geneva, November 6, 2003

PROVISIONAL PROGRAM

prepared by the International Bureau

Venue: Room 2.2, WIPO Worldwide Academy, 7 Avenue de Tournay, 1292 Chambésy

9.30 - 9.45		Welcome remarks by Mr. Roberto Castelo, Deputy Director General, World Intellectual Property Organization (WIPO)
9.45 - 10.15	<u>Topic 1</u>	The Role of Intellectual Property in Economic, Social, Cultural and Technological Development
	Speaker	Mr. Mpazi Sinjela, Director, WIPO Worldwide Academy, WIPO
10.15 - 11.00	<u>Topic 2</u>	The Cooperation for Development Program of WIPO for the Benefit of Least Developed Countries
	Speakers	Mr. Kifle Shenkoru, Acting Director, Least Developed Countries Division, WIPO Ms. Tamara Nanayakkara, Senior Program Officer, Least Developed Countries Division, WIPO
11.00 - 11.15		Discussion
11.15 - 11.30		Coffee break
11.30 - 12.15	<u>Topic 3</u>	Intellectual Property and National Development
	Speaker	Mr. Pushpendra Rai, Deputy Director, WIPO Worldwide Academy, WIPO
12.15 - 12.30		Discussion
12.30 - 14.00		Luncheon hosted by WIPO
14.00 - 14.30	<u>Topic 4</u>	Trademarks and the Protection of Geographical Indications
	Speaker	Mr. Ernesto Rubio, Senior Director, Trademarks, Industrial Designs and Geographical Indications Department, WIPO
14.30 - 14.45		Discussion

14.45 - 15.15	<u>Topic 5</u>	The Promotion of Invention, Innovation and Technological Development
	Speaker	Mr. Vladimir Yossifov, Director, Division for Infrastructure Services and Innovation Promotion, WIPO
15.15 - 15.30		Discussion
15.30 - 15.45		Coffee break
15.45 - 16.30	<u>Topic 6</u>	Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore
	Speaker	Mr. Anthony Taubman, Acting Director, Traditional Knowledge Division, WIPO
16.30 - 16.45		Discussion
16.45 - 17.00		Closing of the session

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