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ARAB REPUBLIC OF EGYPT



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**UNDER THE PATRONAGE OF
HER EXCELLENCY MRS. SUZANNE MUBARAK
FIRST LADY OF THE ARAB REPUBLIC OF EGYPT**

**WIPO/APA/IPA INTERNATIONAL CONFERENCE ON COPYRIGHT
AND DEVELOPMENT: FROM CULTURAL DIVERSITY
TO SOCIAL PROSPERITY**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Culture

in association with
the International Publishers Association (IPA)

and
the Arab Publishers Association (APA)

Cairo, January 27 and 28, 2007

The Cairo International Convention and Exhibition Center
Mycerinos Hall

PROGRAM

prepared by the International Bureau of WIPO

Saturday, January 27, 2007

9.30 – 10.30 Registration

10.30 – 12.30 OPENING CEREMONY

Welcome addresses by:

Her Excellency Mrs. Suzanne Mubarak, First Lady of the Arab Republic of Egypt, Cairo

(a) Egypt's Cultural Policy and Copyright

Speaker: His Excellency Mr. Farouk Hosni, Minister for Culture, Cairo

(b) Cultural and Development Policies

Speaker: Dr. Kamil Idris, Director General, World Intellectual Property Organization (WIPO), Geneva

(c) Copyright and Development: From Cultural Diversity to Social Prosperity

Speaker: Ms. Ana Maria Cabanellas, President, International Publishers Association (IPA), Buenos Aires

(d) The Role of Arab Publishers

Speaker: Mr. Ibrahim El Moallem, President, Arab Publishers Association (APA), Cairo

12.30 – 13.30 Welcome Reception

13.30 – 15.00 Theme 1: Copyright and Education

Chairperson: Mr. Ibrahim El Moallem

(a) A Political Perspective

Speakers: His Excellency Dr. Hani Helal, Minister for Higher Education and Scientific Research, Cairo

His Excellency Dr. Yousry El Gamal, Minister for Education, Cairo

(b) A Publisher's Perspective

Speaker: Ms. Lynette Owen, Copyright Director, Pearson Education

(c) Copyright and Education Reform

Speaker: Dr. Hossam Badrawi, Chairman, Education Committee,
National Democratic Party of Egypt, Cairo

15.00 – 16.30 Theme 2: Copyright and Development

Chairperson: Mrs. Nahla Haidar, Director, Technical Assistance and
Capacity Building Bureau for Arab Countries, WIPO

(a) Copyright and Creativity in the Arab World Today

Speaker: Mr. Mohammed Slamawi, Secretary General, Arab Writers'
Union (AWU), Damascus

(b) Egyptian Copyright Policy

Speaker: Mr. Mohamed Nour Farahat, Chief, Copyright Permanent
Office, Supreme Council for Culture, Cairo

(c) Copyright, Book Publishing and Development

Speaker: Mr. Dirk Köhler, Publisher, World Bank

(d) The International Framework for Copyright Modernization

Speaker: Ms. Carole Croella, Counsellor, Copyright Law Division,
Copyright and Related Rights Sector, WIPO

16.30 – 18.15 Theme 3: Modern Arabic Literature: Global Publishing Opportunities

Chairperson: Mr. Mark Linz, Director, American University in Cairo
(AUC) Press

(a) From an Arab Perspective

Speaker: Mr. Farouk Mardam Bey, Editorial Director, Actes Sud,
France

(b) From a Foreign Perspective

Speakers: Mr. Carlo Feltrinelli, Publisher, Feltrinelli, Milan

Mr. Mitzi Angel, Editorial Director of Fourth Estate,
United Kingdom (UK)

Mr. Lucien Leitess, Publisher, Unionsverlag, Switzerland

18.15 – 19.30 Theme 4: Do We Really Need Copyright?

Chairperson: Mr. Jens Bammel, Secretary General, IPA, Geneva

(a) for Authors' Rights and the Public Interest: Why Current Copyright Law Needs to be Revised?

Speaker: Dr. Ismail Serageldin, General Manager,
Library of Alexandria

(b) Copyright in a Global Perspective

Speaker: Ms. Ana Maria Cabanellas

(c) Why Publishers Need Copyright?

Speaker: Mr. Adnan Salem, Vice President of APA, Chairman of
the Copyright Committee, Damascus

Sunday, January 28, 2007

9.30 – 10.00 Coffee Break

10.00 – 11.30 Theme 5: Copyright and Access to Knowledge in Developing Countries

Chairperson: Ms. Ana Maria Cabanellas

(a) The Role of Publishing in Access to Knowledge

Speaker: Ms. Sally Morris, Editor-in-Chief, Learned Publishing;
Former CEO, Association of Learned and Professional
Society Publishers (ALPSP), UK

(b) New Publishing Models in the Internet

Speaker: Mr. Jens Redmer, Director of Google Book Search,
Europe, Middle East and Africa, Google Inc.

(c) Open Access Publishing: A Solution for Developing Countries?

Speaker: Mr. Brian Wafawarowa, Publisher, New Africa Books
(NAB), South Africa

(d) Copyright in Developing Countries

Speaker: Mr. John-Willy Rudolph, Director of Development Fund,
the Reproduction Rights Organization of Norway
(KOPINOR), Norway

11.30 – 12.45 Theme 6: Copyright and the Internet: Opportunities and Challenges

Chairperson: Dr. Hossam Badrawi

(a) Copyright and the Internet

Speaker: Ms. Tarja Koskinen-Olsson, Honorary President,
International Federation of Reproduction Rights
Organizations (IFRRO), Ystad

(b) E-Publishing: Opportunities and Challenges

Speaker: Mr. Aly El-Faramawy, Vice President, Microsoft Middle
East and Africa

(c) Digitization of Books: The Egyptian Experience

Speaker: Dr. Hoda Baraka, Senior Advisor to the Minister for
Communication and Information Technology, Ministry
of Communication and Information Technology, Cairo

(d) The International Debate on Book Digitization

Speaker: Ms. Antje Sorensen, Legal Counsel, IPA

12.45 – 14.00 Lunch Break

14.00 – 15.45 Theme 7: Copyright, Piracy and Enforcement

Chairpersons: Ms. Carole Croella

Mr. Mohamed Nour Farahat

(a) Piracy and Copyright Enforcement: The Experience of Local Rights
Holders

Speaker: Dr. Hossam Lotfi, Copyright Expert and Legal Counsel to the
Egyptian Writers and Publishers Associations, Cairo

(b) Piracy and Copyright Enforcement: A Film Industry Perspective

Speaker: Mr. Monib El Shafei, Chairman, Egyptian Chamber for
Cinema Industry, Cairo

(c) Copyright and the Courts: A Court Perspective

Speaker: Dr. Hassan Badrawi, Assistant Minister for Justice for
Parliamentary Affairs, Ministry of Justice, Cairo

- (d) Publishing, Copyright and Creativity in the Arab World Today

Speaker: Mr. Adnan Salem

- (e) Economic Consequences Of Copyright Piracy: An Approach to Measuring Copyright Piracy

Speaker: Mr. Dimiter Gantchev, Acting Director, Creative Industries Division, Office of Strategic Use of Intellectual Property Development, WIPO

15.45 – 17.00 Theme 8: Looking Forward

Chairpersons: Dr. Naser Al Ansari, President, General Egyptian Book Organization

Ms. Nahla Haidar

- (a) Developing the Publishing Skills Base

Speaker: Mr. Ivan Cecchini, Managing Director, Italian Publishers Association

- (b) Key Policies for a Thriving Publishing Industry

Speaker: Ms. Ana Maria Cabanellas

- (d) Panel Discussion

Speakers: All speakers of the Day

17.00 – 17.30 CLOSING CEREMONY

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