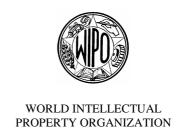


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WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY FOR MEMBERS OF THE CHAMBER OF COMMERCE AND INDUSTRY

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
The National Library, The Chamber of Commerce and Industry
and
the King Abdullah II Center for Intellectual Property

Amman, February 14, 2007

PROGRAM

prepared by the International Bureau of WIPO

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Wednesday, February 14, 2007

9.00 – 9.30	OPENING CEREMONY		
	Welcome addresses by:		
	The representative of the Government of Jordan, Amman		
	The representative of the Director General to the World Intellectual Property Organization (WIPO), Geneva		
9.30 – 10.15	Introduction to Intellectual Property		
	Speaker:	Mr. Samer Al-Tarawneh, Counsellor, Technical Assistance and Capacity Building Bureau for Arab Countries, WIPO	
10.15 – 11.00		The Economic Aspects of Intellectual Property and the Software Industry: An Opportunity for the Arab Region	
	Speaker:	Mr. Aly Harakeh, Business Software Alliance Spokesperson, Eastern Mediterranean Committee, Microsoft Middle East and Africa, Beirut	
11.00 – 11.30	Coffee Break		
11.30 – 12.15	The Economic Importance of Trademarks for Small and Medium-Sized Enterprises (SMEs) and National Economy		
	Speaker:	Mr. George Ghandour, Consultant, Technical Assistance and Capacity Building Bureau for Arab Countries, WIPO	
12.15 – 13.00	The Role of Research and Development in the Field of Intellectual Property; the Experience of Jordan		
	Speaker:	Mr. Ibrahim M. Mhailan, Contracts Advisor, King Abdullah II Design and Development Bureau, Amman	
13.00 – 13.30	WIPO Administered Treaties: Advantages and Procedures		
	Speaker:	Mr. George Ghandour	
13.30 – 14.00	CLOSING CEREMONY		

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