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THE HASHEMITE KINGDOM OF JORDAN



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

## **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*

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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