

WIPO/IPR/CAI/04/INF.1

ORIGINAL: English

DATE: August 2004



ARAB REPUBLIC OF EGYPT



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO NATIONAL SEMINAR ON THE IMPORTANCE OF
INTELLECTUAL PROPERTY RIGHTS IN ENHANCING THE
COMPETITIVENESS OF INDUSTRIAL ENTERPRISES**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Ministry of Foreign Trade and Industry

Cairo, October 11 and 12, 2004

PROGRAM

prepared by the International Bureau of WIPO

Monday, October 11, 2004

- 9.30 – 10.00 OPENING CEREMONY
- Welcome addresses by:
- Representative of the Ministry of Foreign Trade and Industry of the Arab Republic of Egypt
- Representative of the Director General of the World Intellectual Property Organization (WIPO), Geneva
- 10.00 – 10.45 The Role of Intellectual Property in Enhancing the Competitiveness of Enterprises
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO
- 10.45 – 11.30 Policies for Promoting Innovation: The Experience of the Arab Countries
- Speaker: Ambassador Mohamed Daghash, Advisor to the Minister for Foreign Trade and Industry and Head, Intellectual Property Unit, Ministry of Foreign Trade and Industry, Cairo
- 11.30 – 12.00 Coffee Break
- 12.00 – 12.45 Trade Secrets: Protecting Confidential Information
- Speaker: Mr. Guriqbal Singh Jaiya
- 12.45 – 13.30 Extracting Value from Intellectual Property through Licensing and Franchising
- Speaker: Mr. Prabuddha Ganguli, Advisor, Vision-IPR, Mumbai, India

13.30 – 14.15 The Role of Trademarks and Industrial Designs in the Marketing Strategy of an Enterprise

Speaker: Mr. Guriqbal Singh Jaiya

Tuesday, October 12, 2004

09.00 – 10.00 Companies as Owners and Users of Works Protected by Copyright and Related Rights

Speaker: Mr. Nasser Ali Khasawneh, Legal Consultant, Krauss Amereller Henkenborg & Khasawneh, and Regional Counsel for Middle East and North Africa, Business Software Alliance (BSA), Dubai

10.00 – 11.35 Managing the Innovation Process: Patents and Utility Models (Introduction to Patent Information)

Speakers: Mr. Prabuddha Ganguli

Mr. José Luis Herce-Vigil, Head, Industrial Property Information Services Section, WIPO

11.35 – 11.55 Coffee Break

11.55 – 12.40 Avoiding Common Pitfalls: Intellectual Property and Export Strategy

Speaker: Mr. Guriqbal Singh Jaiya

12.40 – 13.25 Partnering with Research Centers and Universities: Public-Private Technology Transfer

Speaker: Mr. Prabuddha Ganguli

13.25 – 14.25 Valuation of Intellectual Property Rights

Speaker: Mr. Nasser Ali Khasawneh

14.25 – 15.10 Experience of Local Enterprises in the Use of Intellectual Property Assets

Speaker: Professor Dr. Mahmud El-Sherbini, Professor,
Faculty of Polytechnics, Cairo University

15.10 – 15.25 Closing Ceremony

[End of document]