



INTELLECTUAL PROPERTY OFFICE  
OF THE PHILIPPINES (IPOPHL)



JAPAN PATENT OFFICE



WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

---

## REGIONAL WORKSHOP

---

**WIPO/IP/MNL/16/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 22, 2016**

## **Regional Workshop on IP Management around WIPO Re:Search and WIPO GREEN**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of the Philippines (IPOPHL)

and with the assistance of  
the Japan Patent Office (JPO)

**Manila, March 3 to 4, 2016**

### PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, March 3, 2016

8.30 – 9.00 Registration

9.00 – 9.15 Opening Ceremony and Welcome Addresses by:

Ms. Josephine R. Santiago, Director General of the Intellectual Property Institute of the Philippines (IPOPPL), Manila

Mr. Anatole Krattiger, Director, Global Challenges Division, the World Intellectual Property Organization (WIPO)

Mr. Junichiro Suzuki, First secretary, the Embassy of Japan in the Philippines

9.15 – 11.15 **Session 1 How to Apply IP to Economic and Social Development:**

**How do multinational companies use IP as a tool to encourage innovation and build global access (with Examples from Health)**

Speaker: Dr. Corey Salsberg, Head International IP Policy, Novartis International AG, Basel, Switzerland

**Experiences from Startup Companies, University/Academia and Multinational Companies (with Examples from Green Technologies and Health)**

Speaker: Dr. John Dodds, U.S. Patent Attorney, Dodds & Associates, Washington DC, USA, and Development Consultant

11.15 – 11.30 Coffee Break

11.30 – 12.30 **Session 2 The IP Value Chain: From Invention to Impact**

Speaker: Mr. Anatole Krattiger

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Session 3 Practices of IP Applied to Economic and Social Development: Experience from Japanese Industry**

Speaker: Mr. Seiji Mori, Head of Operation (IP), IP Department, Takeda Pharmaceutical Company Limited, Tokyo

15.00 – 17.00 **Session 4 Case Studies: Two Case Studies: One on Health Technologies, One on Green Technologies**

Moderators: Mr. Anatole Krattiger, Dr. John Dodds and Dr. Richard Cahoon, President, BioProperty Strategy Group Inc. Adjunct Professor, International Programs, Cornell University, Ithaca, USA

Friday, March 4, 2016

9.00 – 11.00 **Session 4 Case Studies:**

**Final Negotiation, Presentation of Results (Cont'd)**

**Discussion of Results**

Moderators: Mr. Anatole Krattiger, Dr. John Dodds and Dr. Richard Cahoon, President, BioProperty Strategy Group Inc. Adjunct Professor, International Programs, Cornell University, Ithaca, USA

11.00 - 11.15 Coffee Break

11.15 – 12.30 **Session 5 Tying Everything Together into a Coherent IP Management Plan (with Significant Reference to the IP Handbook and Where to Read Up)**

Speakers: Mr. Anatole Krattiger  
Dr. John Dodds

12.30 – 14.00 Lunch Break

14.00 – 16.00 **Session 5 Tying Everything Together into a Coherent IP Management (Cont'd) Plan**

Speakers: Dr. John Dodds  
Dr. Richard Cahoon

16.00 – 16.15 Coffee Break

16.15 – 17.30 **Session 6 Open Forum Questions & Answers**

Moderators: Mr. Anatole Krattiger  
Dr. John Dodds  
Dr. Richard Cahoon

[End of document]