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DIRECTORATE GENERAL OF
INTELLECTUAL PROPERTY RIGHTS (DGIPR)
MINISTRY OF JUSTICE AND HUMAN RIGHTS
REPUBLIC OF INDONESIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION
GENEVA



JAPAN PATENT OFFICE

**WIPO ASIAN SUB-REGIONAL WORKSHOP ON
THE BENEFITS OF THE MADRID AND HAGUE SYSTEMS
FOR DEVELOPING COUNTRIES**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Directorate General of Intellectual Property Rights (DGIPR)
Ministry of Justice and Human Rights
Republic of Indonesia

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

Jakarta, October 21 to 23, 2003

PROGRAM

Document prepared by the International Bureau of WIPO

Tuesday, October 21, 2003

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| 8.30 – 9.00 | | Registration |
| 9.00 – 9.30 | | Opening Ceremony |
| | Opening remarks: | Prof. Abdul Bari Azed, Director General the Directorate General of Intellectual Property Rights (DGIPR), the Republic of Indonesia |
| | | Mr. Hiroshi Tsuda, Director-General, Trademark, Design and Administrative Affairs Department, the Japan Patent Office (JPO) |
| | | Mr. Marcus Höpperger, Head, Information and Training Section, Trademarks, Industrial Designs and Geographical Indications Department, the World Intellectual Property Organization (WIPO) |
| 9.30 – 10.00 | Coffee break | |
| 10.00 – 11.15 | Topic I: | The Importance of Trademark and Industrial Design Protection in the Era of Economic Integration for Enhancing Global Competitiveness |
| | Speakers: | Mr. Hiroshi Tsuda, Director-General, Trademark, Design and Administrative Affairs Department, JPO, Tokyo |
| | | Mrs. Emawati Junus, Director of Copyright, Industrial Design, Layout Design of Integrated Circuit and Trade Secret, DGIPR, Jakarta |
| | Moderator | Mr. Marcus Höpperger |
| | Discussion | |
| 11.15 – 12.15 | Topic II: | The Madrid System for the International Registration of Marks: Introduction and Basic Features |
| | Speaker: | Mr. Marcus Höpperger, Head, Information and Training Section, Trademarks, Industrial Designs and Geographical Indications Department, WIPO, Geneva, Switzerland |
| | Moderator | Mr. Ansori Sinungn, Deputy Director Copyright and Industrial Design Division, DGIPR |
| | Discussion | |

Tuesday, October 21, 2003 (Cont'd)

- 12.15 – 14.00 Lunch break
- 14.00 – 15.00 Topic III: The Effective Working of the Madrid System: The Role of National Offices
- Speaker: Mr. Marcus Höpperger
- Moderator Mr. Ansori Sinungn, Deputy Director Copyright and Industrial Design Division, DGIPR
- Discussion
- 15.00 – 15.30 Coffee break
- 15.30 – 17.00 Topic IV: Advantages of the Madrid System for Developing Countries
- Speakers: Mr. Kim Yong-Sun, Director for Design Examination Division (II), Korean Intellectual Property Office (KIPO), Daejeon
- Ms. Chiam Lu Lin, Assistant Director-General, Intellectual Property Office of Singapore, Singapore
- Miss Chhimi Lhazin, Trademark Examiner, Intellectual Property Division, Ministry of Trade and Industry, Thimphu
- Moderator Mr. Sunao Sato, Examiner, Trademark Examination Division (Madrid Protocol), the JPO
- Discussion
- 17.00 – 18.00 Topic V: Benefits of the Madrid System from a User's Point of View: the Experience of a Trademark Owner in Developing an International Brand and in Using the Madrid System to Protect it
- Speaker: Mr. Gerhard Bauer, Chief Trademark Counsel, Intellectual Property Management, DaimlerChrysler AG Industry, Stuttgart, Germany
- Moderator Mr. Sunao Sato, Examiner, Trademark Examination Division (Madrid Protocol), the JPO
- Discussion
- 19.00 WIPO Reception

Wednesday, October 22, 2003

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| 9.00 – 10.30 | Topic VI: | Joining the Madrid System for the International Registration of Marks and Administering it at the National Level |
| | | (i) The Experience of Japan |
| | Speaker: | Mr. Yoshihiro Tsuchiya, Director, Trademark Examination Division (Madrid Protocol), JPO, Tokyo |
| | Moderator | Mr. Mohammad Adri, the DGIPR |
| 9.00 – 10.30 | Topic VI: (Cont'd) | (ii) The Experience of Republic of Korea |
| | Speaker: | Mr. Joo-Yun Park, Deputy Director, Trademark and Design Policy Planning Division, KIPO, Daejeon |
| | Moderator | Mr. Mohammad Adri, the DGIPR |
| | Discussion | |
| 10.30 – 11.00 | Coffee break | |
| 11.00 – 12.00 | Topic VI: (Cont'd) | (iii) The Experience of Singapore |
| | Speaker: | Miss Sandy Widjaja, Senior Assistant Director, Intellectual Property Office of Singapore, Singapore |
| | Moderator | Mr. Mohammad Adri, the DGIPR |
| | Discussion | |
| 12.00 – 14.00 | Lunch break | |
| 14.00 – 15.00 | Topic VII: | The Hague System for the International Deposit of Industrial Designs: Introduction, Basic Features and Benefits for Developing Countries |
| | Speaker: | Mr. Marcus Höpperger |
| | Moderator | Ms. Chiam Lu Lin, Singapore |
| | Discussion | |

Wednesday, October 22, 2003 (Cont'd)

- 15.00 – 15.30 Coffee break
- 15.30 – 16.30 Topic VIII: Benefits of the Hague System: a User's View:
The Experience of an Industrial Design Owner
- Speaker: Mr. Gerhard Bauer
- Moderator Mr. Marcus Höpperger
- Discussion
- 18.00 - DGIPR dinner

Thursday, October 23, 2003

- 9.00 – 10.30 Topic IX: Madrid and Hague Systems Electronic Information
Products: On-line Data Bases, the ROMARIN
CD-ROM, the International Trademark Gazette and
Trademarks Bulletin on CD-ROM
- Speaker: Mr. Marcus Höpperger
- 10.30 – 11.00 Coffee break
- 11.00 – 13.00 Panel discussion Effective Administration and Use of Trademark and
Industrial Design Protection Systems in the Global
Market Place: Challenges and Opportunities for
Intellectual Property Offices
- All speakers and participants
- Moderator Mr. Marcus Höpperger
- 13.00 – 13.15 Closing Ceremony

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