

WIPO/TM/BKK/04/INF.1

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DEPARTMENT OF INTELLECTUAL
PROPERTY
MINISTRY OF COMMERCE
GOVERNMENT OF THAILAND



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

**WIPO ASIA-PACIFIC REGIONAL WORKSHOP ON THE ECONOMIC
BENEFITS OF THE PROTECTION OF TRADEMARKS,
INCLUDING BRAND NAMES, AND THE ROLE OF INTERNATIONAL
PROTECTION SYSTEMS**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Department of Intellectual Property of Thailand (DIP)
Ministry of Commerce
Government of Thailand
and with the assistance of
the Japan Patent Office (JPO)

Bangkok, March 2 to 4, 2004

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, March 2, 2004

8.30 - 9.00 Registration

9.00 - 9.30 OPENING CEREMONY

Welcome addresses by:

Mr. Shigeo Tashiro, Director, International Trademark Application Division (Madrid Protocol), Trademark, Design and Administrative Affairs Department, Japan Patent Office (JPO), Tokyo

Mr. Geoffrey Yu, Deputy Director General, Economic Development Sector, World Intellectual Property Organization (WIPO), Geneva

His Excellency, Mr. Watana Muangsuk, Minister of Commerce, Government of Thailand, Bangkok

9.30 - 10.00 Tea break

10.00 - 11.00 Topic I: The Importance of Trademarks and Brands in Modern Economies

Speaker: Mr. Shigeo Tashiro

Speaker: Mr. Mansur Raza, Senior Counsellor, Economic Development Bureau for Asia and the Pacific, WIPO

11.00 - 12.30 Topic II: Moving from Trademarks to Brands: The Development, Management and Marketing of Brands

Speaker: Mrs. Jane Collins, Global Head of Trademarks, Syngenta, Intellectual Property, Basel

Speaker: Mr. Owen Malone, Vice President, Intellectual Property, Foster's Group Limited, Australia

12.30 - 14.30 Lunch break

14.30 - 15.30 Topic III: Case Studies: Creating and Maintaining a Successful Brand

Speaker: Ms. Sirikul Laukaikul, Executive Chairman, Enterprise IG Limited, Bangkok

15.30 - 15.45 Tea break

15.45 - 17.00 Topic III: Case Studies: Creating and Maintaining a Successful Brand
(cont'd)

Speaker: Mrs. Reiko Toyosaki, JETRO Bangkok Expert,
Intellectual Property Alumni Association (IPAA),
Bangkok

WIPO Reception

Wednesday, March 3, 2004

9.00 - 10.30 Topic IV: Brand Differentiation for Domestic and Export Markets

Speaker: Mrs. Jane Collins

Speaker: Mr. Owen Malone

10.30 - 11.00 Tea break

11.00 - 12.30 Topic V: The Registration and Protection of Trademarks at the National and International Levels

Role of National Legislation and the Trademarks Registry

Speaker: Mr. Rutorn Nopakun, Attorney-at-law,
Domnern Somgiat & Boonma Law Office Ltd.,
Bangkok

Main Features of the Madrid System Concerning the International
Registration of Marks

Speaker: Mr. José Graça Aranha, Acting Director, Sector of
Trademarks, Industrial Designs and Geographical
Indications, Information and Promotion Division,
WIPO

12.30 - 14.00 Lunch break

14.00 - 15.15 Topic VI: Benefits of the Madrid System for National Administrations and Users

Speaker: Mr. José Graça Aranha

Speaker: Ms. Chiam Lu Lin, Assistant Director-General and Legal Counsel, Intellectual Property Office of Singapore (IPOS)

15.15 - 15.30 Tea break

15.30 - 17.00 Topic VII: Role of Industrial Designs in Enhancing the Value of Brands and the Effective International Protection of Designs

Speaker: Mr. Owen Malone

Speaker: Mr. José Graça Aranha

Thursday, March 4, 2004

9.00 - 11.00 Topic VIII: Preparing for Accession to, and Implementation of, the Madrid System: The Experience of States Members of the Madrid System

Speakers: Presentations by representatives of Bhutan, China, Iran (Islamic Republic of), Japan, Mongolia, Republic of Korea, Singapore, Viet Nam

11.00 - 11.15 Tea break

11.15 - 13.00 Panel Discussion: Effective Use of Trademarks and International Registration Systems in Enhancing Competitiveness in the Global Market Place: Policy and Practical Considerations

Speakers: All speakers and participants

13.00 - 13.15 CLOSING CEREMONY

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