

SECRETARIAT:

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THE CONGRESS IS PART
OF THE CALENDAR OF:



WORLD DESIGN CAPITAL
Torino 2008



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



Ministero dello Sviluppo Economico
Ufficio Italiano Brevetti e Marchi



WORLD INTELLECTUAL
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CAMERA DI COMMERCIO
INDUSTRIA, ARTIGIANATO E AGRICOLTURA
DI TORINO

TECHNICAL
SUPPORT BY



IPI
Istituto per la
Promozione
Industriale

INTERNATIONAL CONFERENCE ON
**DESIGN-DRIVEN INNOVATION:
NEW CHALLENGES TO INTELLECTUAL
PROPERTY PROTECTION**

OCTOBER 28 AND 29, 2008, TURIN (ITALY)
CENTRO CONGRESSI TORINO INCONTRA, VIA NINO COSTA 8



CAMERA DI COMMERCIO
INDUSTRIA, ARTIGIANATO E AGRICOLTURA
DI TORINO

TUESDAY, OCTOBER 28TH, 2008

9.30 - 10.00

REGISTRATION

10.00 - 11.00

OPENING CEREMONY

OPENING ADDRESSES BY:

- **THE HON. MR. CLAUDIO SCAJOLA**
MINISTER FOR ECONOMIC DEVELOPMENT
ROME, ITALY
- **MR. FRANCIS GURRY**
DIRECTOR GENERAL, WORLD
INTELLECTUAL PROPERTY ORGANIZATION
(WIPO), GENEVA, SWITZERLAND
- **MR. MAURO MASI**
SECRETARY GENERAL, PRESIDENCY OF
THE COUNCIL OF MINISTERS AND ITALIAN
DELEGATE FOR INTELLECTUAL PROPERTY
- **THE HON.
MR. SERGIO CHIAMPARINO**
MAYOR, CITY OF TURIN AND PRESIDENT
OF THE 2008 WORLD DESIGN CAPITAL
FOUNDATION, TURIN, ITALY

INTRODUCED BY:

- **MR. ALESSANDRO BARBERIS**
PRESIDENT, CHAMBER OF COMMERCE,
INDUSTRY, HANDICRAFT
AND AGRICULTURE, TURIN, ITALY

11.00 - 11.30

COFFEE BREAK

11.30 - 13.30

THEME ONE

PROTECTION AND ENFORCEMENT
OF INDUSTRIAL DESIGNS.
OPENING AND ENLARGEMENT
OF THE RELEVANT MARKET:
A CHALLENGE TO THE NATIONAL
BASED PROTECTION SYSTEMS

MODERATOR:

- **MRS. CARLOTTA GRAFFIGNA**
EXECUTIVE DIRECTOR-ADVISOR, WIPO

SPEAKERS:

- **MRS. LUDOVICA AGRÒ**
DIRECTOR GENERAL, ITALIAN PATENT
AND TRADEMARK OFFICE, MINISTRY
OF ECONOMIC DEVELOPMENT
(UIBM-MSE), ROME, ITALY
- **MR. T.C. JAMES**
DIRECTOR, MINISTRY OF COMMERCE
AND INDUSTRY, DEPARTMENT OF
INDUSTRIAL POLICY & PROMOTION,
NEW DELHI, INDIA

● **MR. GONG BAODIN**

DIRECTOR GENERAL, INDUSTRIAL DESIGN
DEPARTMENT, STATE INTELLECTUAL
PROPERTY OFFICE (SIPO), BEIJING,
PEOPLE'S REPUBLIC OF CHINA

● **MR. HABIP HASSAN**

PRESIDENT, TURKISH PATENT INSTITUTE
(TPI), ANKARA, TURKEY

● **MR. MARIO R. ARAMBURU**

PRESIDENT, NATIONAL INSTITUTE
OF INDUSTRIAL PROPERTY (INPI),
BUENOS AIRES, ARGENTINA

● **MRS. BENNANI ILHAM**

HEAD OF PATENT AND INDUSTRIAL
DESIGN UNIT, MOROCCAN INDUSTRIAL
AND COMMERCIAL PROPERTY OFFICE
(OMPIC), CASABLANCA, MOROCCO

13.30 - 15.00

LUNCH BREAK OFFERED BY
CHAMBER OF COMMERCE OF TURIN

15.00 - 16.00

THEME TWO

THE INTERNATIONAL PROTECTION
OF DESIGN: THE HAGUE SYSTEM
AND THE COMMUNITY DESIGN

MODERATOR:

- **MRS. LUDOVICA AGRÒ**
UIBM-MSE

SPEAKERS:

- **MR. GRÉGOIRE BISSON**
HEAD, INTERNATIONAL REGISTRATION
SYSTEMS LEGAL SERVICE, SECTOR OF
TRADEMARKS, INDUSTRIAL DESIGNS AND
GEOGRAPHICAL INDICATIONS, WIPO
- **MR. ANDREA DI CARLO**
DIRECTOR, INSTITUTIONAL AFFAIRS AND
EXTERNAL RELATIONS DEPARTMENT,
OFFICE FOR HARMONIZATION IN THE
INTERNAL MARKET (OHIM) (COMMUNITY
TRADE MARKS AND DESIGNS)
ALICANTE, SPAIN

16.00 - 18.00

THEME THREE

INDUSTRIAL DESIGN, INNOVATION
AND INTELLECTUAL PROPERTY
PROTECTION: CASE STUDIES
FROM THE BUSINESS COMMUNITY

MODERATOR:

- **MR. FRANCESCO ANTONIOLI**
JOURNALIST, "IL SOLE 24 ORE",
TURIN, ITALY

SPEAKERS:

- **MR. GERHARD BAUER**
CHIEF TRADEMARKS COUNSEL,
DAIMLER AG, STUTTGART, GERMANY
- **MR. RENÉ ADDA**
PRESIDENT AND DIRECTOR GENERAL,
LEXON SA, PARIS, FRANCE
- **MR. FRANCESCO LOVO**
DIRECTOR OF RESEARCH
AND DEVELOPMENT,
PININFARINA EXTRA, TURIN, ITALY
- **MRS. LAURA CECCHERINI**
LEGAL AFFAIRS, GUCCIO GUCCI SPA,
FLORENCE, ITALY
- **MRS. ELENA FANTOZZI**
LEGAL AFFAIRS, FIAT GROUP
AUTOMOBILES, TURIN, ITALY
- **MR. ANGELO BALLARINI**
CHIEF EXECUTIVE OFFICER,
BALLARINI SPA, MANTOVA, ITALY
- **MR. MASSIMO BORTOTT**
LICENSING MANAGER, ALESSI SPA,
VERBANIA, ITALY
- **MRS. MARIA AUGUSTA FIORUZZI**
INDUSTRIAL PROPERTY CONSULTANT,
ROME, ITALY

18.00

RECEPTION OFFERED BY WIPO

WEDNESDAY, OCTOBER 29TH, 2008

9.30 - 11.00

THEME THREE (CONT)

INDUSTRIAL DESIGN, INNOVATION
AND INTELLECTUAL PROPERTY
PROTECTION: BEST PRACTICES
FROM THE INSTITUTIONAL SECTOR

MODERATOR:

- **MR. VITTORIO FARAGGIANA**
PRESIDENT, ASSOCIATION OF INDUSTRIAL
PROPERTY CONSULTANTS, MILAN, ITALY

SPEAKERS:

- **MR. TOM DEALESSANDRI**
VICE MAYOR, CITY OF TURIN AND
REPRESENTATIVE OF TURIN WORLD
CAPITAL 2008 COMMITTEE,
TURIN, ITALY
- **MR. TONINO PARIS**
COORDINATOR, ARTS, DESIGN
AND NEW TECHNOLOGIES SECTION,
UNIVERSITY "LA SAPIENZA", ROME, ITALY
- **MR. MARCO RICOLFI**
PROFESSOR, UNIVERSITY OF TURIN,
FACULTY OF LAW, TURIN, ITALY

● **MR. MARIO BARBUTO**

PRESIDENT, COURT OF JUSTICE,
TURIN, ITALY

11.00 - 11.30

COFFEE BREAK

11.30 - 13.00

● **MRS. LUISA BOCCHIETTO**

PRESIDENT, ASSOCIATION FOR INDUSTRIAL
DESIGN (ADI), MILAN, ITALY

● **MR. MASSIMO ARLECHINO**

PRESIDENT, FONDAZIONE VALORE ITALIA,
ROME, ITALY

● **MR. ROBERTO MARCATTI**

PROFESSOR, POLYTECHNIC INSTITUTE,
FACULTY OF DESIGN, MILAN, ITALY

● **MRS. PATRIZIA SCARZELLA**

PROFESSOR, UNIVERSITY OF GENOVA,
ITALY

● **MRS. ENRICA ACUTO JACOBACCI**

ECLETTICA-AKURA SRL, TURIN, ITALY

13.00 - 15.00

LUNCH BREAK OFFERED BY
CHAMBER OF COMMERCE OF TURIN

15.00 - 17.00

THEME FOUR

THE ECONOMIC VALUE OF INDUSTRIAL
DESIGN: VALUATION MODELS

MODERATOR:

● **MR. GUIDO BOLATTO**

SECRETARY GENERAL, CHAMBER
OF COMMERCE, INDUSTRY, HANDICRAFT
AND AGRICULTURE, TURIN, ITALY

SPEAKERS:

- **MRS. SARA GIORDANI**
PATENT AND DESIGN VALUATION EXPERT,
UIBM-MSE
- **MR. PIER ANGELO BIGA**
MANAGING PARTNER, ICM ADVISORS,
TURIN, ITALY

17.00

CLOSING REMARKS BY:

- **MR. ERNESTO RUBIO**
ASSISTANT DIRECTOR GENERAL, WIPO
- **MRS. LUDOVICA AGRÒ**, UIBM - MSE
- **MR. GUIDO BOLATTO**, CCIAA, TURIN