

WIPO/INN/TUR/08/INF/1 Prov.**ORIGINAL:** English**DATE:** October 24, 2008ITALIAN PATENT AND TRADEMARK
OFFICEWORLD INTELLECTUAL
PROPERTY ORGANIZATIONCAMERA DI COMMERCIO
INDUSTRIA ARTIGIANATO E AGRICOLTURA
DI TORINOCHAMBER OF COMMERCE, INDUSTRY,
HANDICRAFT AND AGRICULTURE
OF TURIN**INTERNATIONAL CONFERENCE ON
DESIGN-DRIVEN INNOVATION: NEW CHALLENGES TO
INTELLECTUAL PROPERTY PROTECTION**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Italian Patent and Trademark Office (UIBM)

and

the Chamber of Commerce, Industry, Handicraft and Agriculture of Turin

Turin, Italy, October 28 and 29, 2008

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 28, 2008

9.30 – 10.00 Registration

10.00 – 11.00 Opening Ceremony

Opening Addresses by:

The Hon. Mr. Ugo Martinat, Under Secretary, Ministry of Economic Development, Rome

Mr. Francis Gurry, Director General of the World Intellectual Property Organization (WIPO), Geneva, Switzerland

Mr. Mauro Masi, Secretary General of the Presidency of the Council of Ministers and Italian Delegate for Intellectual Property, Rome

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

Mr. T. C. James, Director, Ministry of Commerce and Industry, Department of Industrial Policy and Promotion, New Delhi

Mr. Gong Baomin, Director General, Industrial Design Department, State Intellectual Property Office (SIPO), Beijing

Mr. Habip Asan, President,
Turkish Patent Institute (TPI),
Ankara

Mr. Mario R. Aramburu, President,
National Institute of Industrial
Property (INPI), Buenos Aires

Mrs. Bennani Ilham, Head of Patent
and Industrial Design Unit,
Moroccan Industrial and
Commercial Property
Office (OMPIC), Casablanca

13.30 – 15.00 Lunch Break

15.00 – 16.00 Theme Two:

The International Protection of Design: The Hague
System and the Community Design

Moderator: Mrs. Ludovica Agrò, UIBM

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) (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 Trademark
Counsel, Daimler AG, Stuttgart,
Germany

Mr. René Adda, President and
Director General, Lexon S.A., Paris

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

18.00 – 19.30 Reception offered by WIPO

Wednesday, October 29, 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 Foundation, Turin,
Italy

Mr. Tonino Paris, Coordinator,
Arts, Design and New
Technologies Section, University
“La Sapienza”, Rome

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

Mr. Roberto Marcatti, Professor,
Polytechnic Institute, Faculty of
Design, Milan, Italy

Mrs. Patrizia Scarzella, Professor,
University of Genova, Genova,
Italy

Mrs. Enrica Acuto Jacobacci,
Eclettica-Akura S.r.l., Turin, Italy

13.00 – 15.00 Lunch Break

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

Mr. Pier Angelo Biga, Managing
Partner, ICM Advisors, Turin, Italy

17.00 – 17.30 Closing Remarks by:

Mr. Ernesto Rubio, Assistant Director General, WIPO

Mrs. Ludovica Agrò, UIBM

Mr. Guido Bolatto, Chamber of Commerce, Industry, Handicraft and
Agriculture of Turin