

Evaluation Seminar Series

Learning from Existing Evaluation Practices on the Impacts and Effects of Intellectual Property on Development

Geneva, 6 and 7 October, 2011

AGENDA

prepared by the Secretariat

Thursday, October 6, 2011

- 8:30 – 9:00 **Registration (New Construction Building (N.C. Building))**
- 9:00 – 9:30 **Opening Ceremony (Room NC 0.107 and NC 0.106/0.105)**
Welcome addresses by:
Mr. Francis Gurry, Director General, WIPO
Opening addresses by the chair:
Mr. Nicholas Treen, Director, Internal Audit and Oversight
Division (IAOD)
- 9:30 – 10:15 **WIPO Evaluations**
- 10:15 – 10:45 Coffee Break
- 10:45 – 12:30 **Keynote speeches: Lessons learned from the European
Commission (EC) and the International Centre for Trade
and Sustainable Development (ICTSD)**
- 12:30 – 14:00 Lunch Break
- 14:00 – 15:30 **Seminar Panel 1: Lessons learned from Impact
Evaluations**
- 15:30 – 16:00 Coffee Break
- 16:00 – 17:00 **Seminar Panel 1 (continued)**
- 17:00 – 17:15 **Wrap-up Day 1**
Chair
- 17:30 **Reception (Arpad Bosch Building 13th floor)**

Friday, October 7, 2011

- 9:00 – 9:30 **Key Issues from Day 1 and Introduction Day 2**
NC Building (Room NC 0.107 and NC 0.106/0.105)
- 9:30 – 10:30 **Seminar Panel 2: Evaluation Approaches for Intellectual
Property**
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:00 **Seminar Panel 2 (continued)**
- 12:00 – 13:30 Lunch Break
- 13:30 – 14:45 **Seminar Panel 3: Lessons Learned / Experiences in
Implementing Various Types of Evaluation of IP**
- 14:45 – 15:15 Coffee Break
- 15:15 – 16:00 **Seminar Panel 3 (continued)**
- 16:00 – 16:30 **Final Wrap-up by Chair and Moderators/ Key Speakers**

Key Speakers and titles of presentations for the Seminar:**Introduction WIPO Evaluations****WIPO Evaluation Section lessons learned and future work**

Speakers: Mrs. Julia Flores Marfetàn, Senior Evaluation Officer and
Mr. Claude Hilfiker, Head of Evaluation

External Review of WIPO Technical Assistance in the Area of Cooperation for Development

Speaker: Dr. Carolyn Deere Birkbeck, Senior Researcher,
University of Oxford

Keynote**Lessons learned from the European Commission (EC) and the International Centre for Trade and Sustainable Development (ICTSD)**

Speaker: Mr. Kamil Kiljanski, European Commission

Speaker: Mr. Christophe Bellmann, ICTSD Programmes Director

Moderator: Mr. Claude Hilfiker Head WIPO IAOD Evaluation Section
Evaluation Section

Panel 1**Lessons learned from Impact Evaluations****Assessing the Impact of Intellectual Property Rights in Agriculture in Asia**

Speakers: Dr. Jane Payumo and Prof. Keith Jones, Washington
State University, United States of America

Using Systems Analysis to Assess the Impact of Intellectual Property Rights in Innovation Systems

Speaker: Mr. Sebastian Derwish, Central Advisory Service on
Intellectual Property of the Consultative Group on
International Agricultural Research (CGIAR), Italy

Benchmarking and Evaluating Intellectual Property Rights Support Services for Small and Medium Enterprises

Speaker: Mr. Alfred Radauer, Technopolis Group, Austria

Moderator: Mr. Carsten Fink, Chief Economist of the Economics and
Statistics Division

Panel 2**Evaluation Approaches for Intellectual Property****Impacts of Geographical Indications – Review of Methods and Empirical Evidences**

Speaker: Dr. Dominique Barjolle, Swiss Federal Institute of
Technology, Switzerland

Monitoring and Evaluation of the Effects of the Protection of Geographical Indications

Speakers: Prof. Andrea Marescotti and Prof. Giovanni Belletti,
Department of Economics, University of Firenze, Italy

Moderator: Mr. Marcus Höpperger, Director Trademark and Design
Law Division

Panel 3

**Lessons Learned / Experiences in Implementing Various
Types of Evaluation of IP**

**Fakes and Counterfeits: Evaluation of Information and
Education Programs in Philippines**

Speaker: Prof. Romeo Santos, Workland Institute, Philippines

**Key Lessons Learned from the Self-Evaluation of the Swiss
Vietnamese Intellectual Property Project**

Speaker: Mr. Daniel Keller, Director, Swiss Consulting Co. Ltd.,
Viet Nam

**Effects of WIPO's Creative Heritage Project on the Welfare
of the Maasai Community**

Speaker: Mr. Eliamani Laltaika, Tanzania Intellectual Property
Rights Network, United Republic of Tanzania

Moderator: Mr. Wend Wendland, Director Traditional Knowledge
Division