



REGIONAL ONLINE WORKSHOP

**WIPO/WEBINAR/WSO/2021/5/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: FEBRUARY 16, 2021**

**World Intellectual Property Day - Intellectual Property Offices
Supporting Small to Medium Sized Enterprises**

organized by
the World Intellectual Property Organization (WIPO)

GoToWebinar, April 26, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, April 26, 2021 (all times are Singapore time)

Videoconference moderator:		Mr. Peter Willimott, Officer-in-charge, WIPO Singapore Office, Singapore
16.00 – 16.05	Opening Remarks:	Representative from WIPO
16.05 – 16.35	Topic 1:	<p>The Role of the IP Office in the 21st Century</p> <ul style="list-style-type: none"> - How an innovative IP Office supports Small and Medium-Sized Enterprises (SMEs) - Challenges
	Speaker:	<p>Mr. Nicolas Vigneron, Head of Customer Engagement Service (Customer department), European Union Intellectual Property Office (EUIPO), Alicante</p> <p>Mr Walter Chia, Deputy Director, Partnership and Programme Department, Intellectual Property Office of Singapore (IPOS)</p>
16.35 – 16.55	Topic 2:	<p>The IP Office of the Future</p> <ul style="list-style-type: none"> - Outcomes from INTA's Intellectual Property Office of the Future Think Tank - A thought provoking and holistic reflection on what an IPO might look like in the next 10 to 20 years.
	Speaker:	Ms. H�el�ene Nicora, Chief Representative Officer – Europa, International Trademark Association, Brussels
16.55 – 17.10	Topic 3:	<p>Knowing the Target Market: The Typical SME</p> <ul style="list-style-type: none"> - What motivates a typical SME - Pressures they face - Their greatest fears
	Speaker:	Mr. Ling Ting Ming, co-opted council member, Association of Small & Medium Enterprises, Singapore, and Chief Executive Officer, Otsaw
17.10 – 17.25	Topic 4:	<p>IP Challenges Facing SMEs</p> <ul style="list-style-type: none"> - Lack of awareness of the benefits IP can bring - Enforcement - Cost barriers
	Speaker:	Ms. Risti Wulansari, Partner, K&K Advocates & Supervisory Board Member, Pandya Astagina Institute, Jakarta
17.25 – 17.40	Topic 5:	<p>The Way Forward: WIPO's Role</p> <ul style="list-style-type: none"> - Importance of Supporting SMEs and Current Trends - The Role of WIPO – Current Work
	Speaker:	Mr. Guy Pessach, Director, IP for Business Division, WIPO, Geneva

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17.40 – 18.00

Open Discussion

Moderator: Mr. Peter Willimott, Singapore

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