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WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO- ARGENTINA CONFERENCE ON INTELLECTUAL CAPITAL
READINESS: THE ROLE OF INTANGIBLES AS TOOL FOR RAISING
FINANCE**

jointly organized by
The World Intellectual Property Organization (WIPO)

Buenos Aires, July 17 and 18, 2008

PROVISIONAL PROGRAM

prepared by the Secretariat

Thursday, July 17, 2008

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| 9.00 – 9.30 | Registration | |
| 9.30 – 10.00 | Opening Ceremony addressed by: | |
| | WIPO DG's Representative | |
| | Dr. Lino Barañao Ministro de Ciencia Tecnología e Innovación Productiva | |
| | Dra. Ruth Ladenheim, Secretaria de Planeamiento y Políticas en Ciencia, Tecnología e Innovación Productiva, Argentina | |
| 10.00 – 10.30 | Key note speeches: Intellectual Capital and the Financing Market | |
| | Bob Hodgson, CEO, Zernike UK, | |
| 10.30 – 11.00 | Coffee Break | |
| 11.00 – 12.00 | Theme 1 | The Relevance of Intellectual Property (IP) for Acquiring/Securing Financing: Making Intangible a More Tangible Assets |
| | Speakers | Mr. Marco Marzano de Marinis, Program Officer, Small and Medium-sized Enterprises Division |
| | | Mr. Luigi Amati, CEO, Metagroup, Italy |
| | | Ministerio de Ciencia, Tecnología e Innovación Productiva Organización Mundial de la Propiedad Intelectual Agencia Nacional de Promoción Científica y Tecnológica |
| | | Mr. José Arnaldo Deutscher, Ms. Helena Tenório Veiga BNDES Intangible Capital – Agenda May, 2008 IC4 – The New Club of Paris |
| | | Mr. Javier Gómez, Dirección de Vinculación Tecnológica |
| | | Mr. Mark Coticchia, Vice President of Research and Technology Management |
| | | Fuentes de financiamiento para PyMEs Innovadoras |

13.00 – 14.30	Lunch	
14.30 – 16.00	Theme 2	Attributing Value to your Intangible Capital: IP Audit and Valuation
	Speakers:	Ing. Eduardo Garrido, Santander Universidades
16.00 – 16.30	Coffee Break	

Friday, July 18, 2008

9.30 – 11.00	Theme 3	Strategic Use of Intellectual Capital, Options for Business Growth and Financing
	Speakers:	M. Pablo Angelelli, Division de Ciencia y Tecnología – BID M. Mark Coticchia, Vice President for Research and Technology
11.30 – 13.00	Theme 4	Sources of Financing for Innovative SMEs: Public sector Funds; Banks; Venture and Seed Capitalists; Business Angels
	Speakers	Cdora. Gabriela N. Camilletti, Direccion de PyME, Evaluación y Promoción Industrial Subsecretaria de Industria Ministerio de Economie y Producción Mr. Luigi Amati Mr. Marcos Troncoso, Director, EMPRENDE, Dominican Republic (invitado a cargo de Agencia/MinCyT) Ms. Beatriz Nofal, Presidente, Agencia Nacional de Desarrollo de Inversiones Mr. Emiliano Kargieman
13.00 – 14.30	Lunch	
14.30 – 16.30	Theme 5 - Testing your Intellectual Capital skills in a financing environment	
	Ministerio de Ciencia, Tecnología e Innovación Productiva	

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