



INSME

INTERNATIONAL NETWORK
FOR SMALL AND MEDIUM-SIZED ENTERPRISES



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO-INSME INTERNATIONAL TRAINING PROGRAM
ON THE ROLE OF INTELLECTUAL PROPERTY IN RAISING
FINANCE BY SMALL AND MEDIUM-SIZED ENTERPRISES**

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the International Network for Small and Medium-Sized Enterprises (INSME)

Geneva, July 11 and 12, 2006

PROVISIONAL PROGRAM

prepared by the Secretariat

Tuesday, July 11, 2006

9.00 – 9.30 Registration

9.30 – 10.00 OPENING CEREMONY

Welcome addresses by:

Mr. Guriqbal Singh Jaiya, Director, Small and
Medium-Sized (SMEs) Enterprises Division, World
Intellectual Property Organization (WIPO), Geneva

Ms. Simona Marzetti, Secretary General, the International
Network for Small and Medium-Sized Enterprises
(INSME) Association, Rome

10.00 – 11.00 Theme 1 The Importance of Intellectual Property (IP) for
Enhancing the Competitiveness of Small and
Medium-Sized Enterprises (SMEs)

Speaker: Mr. Guriqbal Singh Jaiya

11.00 – 11.30 Coffee Break

11.30 – 12.30 Theme 2 Making Intangibles a Valuable Tangible Asset;
Generating Value by Relying on Intellectual Capital

Speaker: Mr. John D. Swaim, Consultant, Geneva

12.30 – 14.00 Lunch

14.00 – 15.30 Theme 3 Strategic Use of Intellectual Capital: IP Audit for
Leveraging IP Assets in Business Strategy

Speaker: Mr. Jeremy Lack, Attorney-at-law, Geneva

15.30 – 16.00 Coffee Break

- 16.00 – 17.30 Theme 4 Measuring the Value of Intangibles: IP Valuation
Speaker: Mr. John D. Swaim
Case Study: Mr. Mauro De Bona, Campus srl, Innova Group, Rome
- 17.30 – 18.30 Theme 5 Using IP as a Tool for Accessing Finance and Harvesting
Returns From IP Assets
Speaker: Mr. Jeremy Lack

Wednesday, July 12, 2006

- 9.30 – 10.30 Theme 6 Sources of Finance for Innovative SMEs
Speaker: Mr. Christian Saublens, Managing Director, European
Network of Business Angels (EBAN), Brussels
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.30 Theme 7 Accessing Public Sector Funds for Innovation and R&D
Speakers: Mr. Antoine Rety, Officer, Institut National de Propriété
Industrielle, Lyon
Mr. Andrew Beale, Director, IP Wales, Swansea
- 12.30 – 14.00 Lunch
- 14.00 – 15.00 Theme 8 A Venture Capitalist's View of IP Assets
Speaker: Mr. Luigi Amati, CEO, Meta Group, Terni
Case Study: Mr. Vittorio Palmieri, Partner, Nabla Technologies,
Geneva

15.00 – 16.00	Theme 9	Role of Business Angels in Supporting Your Innovation Plans
	Speaker:	Mr. Paolo Anselmo, President of the Italian Network of Business Angels (IBAN) and Member of the Executive Committee of the European Network of Business Angels (EBAN), Aosta
	Case Study:	Mr. Christophe Beaud, President, Association of Swiss Business Angels Networks (ASBAN), Zurich Mr. Andreas Schweitzer, Swiss Business Angel and Entrepreneur, Ocean AG, Geneva
16.00 – 16.30	Coffee Break	
16.30 – 17.30	Theme 10	Financial and Other Assistance by Multinationals to SMEs and Spin-offs
	Speaker:	Mr. Wilfried Grommen, General manager Business Strategy, Microsoft Europe, EMEA, Brussels
17.30 – 18.00	Round-table	
18.00	CLOSING CEREMONY	

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