

**WIPO**



**WIPO-OECD/SMEs/GE/07/INF/1**

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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

**WIPO FORUM ON INTELLECTUAL PROPERTY AND  
SMALL AND MEDIUM-SIZED ENTERPRISES  
FOR INTELLECTUAL PROPERTY OFFICES AND OTHER  
RELEVANT INSTITUTIONS IN THE ORGANISATION FOR  
ECONOMIC COOPERATION AND DEVELOPMENT COUNTRIES**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, September 13 and 14, 2007**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, September 13, 2007

8.30 – 9.00 Registration

9.00 – 9.15 Opening Ceremony address by:

Mr. Sheriff Saadallah, Executive Director, Office of Strategic Use of Intellectual Property for Development, World Intellectual Property Organization (WIPO), Geneva

9.15 – 9.30 Keynote Speech:

WIPO Forum on Intellectual Property (IP) and Small and Medium-sized Enterprises (SMEs) for the Organisation for Economic Cooperation and Development (OECD) Countries

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO, Geneva

Theme 1 IP Rights, Entrepreneurships, Start ups, Spin offs and SMEs, Reducing Barriers

9.30 – 11.00 New and Improved Outreach and Support Programs, Projects and Services on IP for Entrepreneurs, Start ups, Spin off and SMEs

Speakers: Mr. Richard Leclerc, Manager, Outreach Program, Canadian Intellectual Property Office (CIPO), Quebec, Canada

Mr. Naohiko Yokoshima, Deputy Director for Legal and Legislative Affairs, Japan Patent Office (JPO), Tokyo

Ms. Susan Anthony, Attorney Adviser, Office of International Relations, United States Patent and Trademark Office (USPTO), Alexandria, United States of America

Ms. Odile Salmer, Director, National Institute of Industrial Property (INPI), Lille, France

11.00 – 11.15 Coffee Break

Thursday, September 13, 2007 (cont.)

- 11.15 – 13.00      New and Improved Programs on IP Awareness, Capacity Building and Education for Entrepreneurs and Students of Management, Business Administration, Engineering, Technology Management, New Product Development
- Speakers: Mr. Andrea Di Anselmo, Project Coordinator, Innovation Coach, Technical Innovation Information (TII), Ljubljana
- Ms. Daphne Yong D’Herve, International Chamber of Commerce, Paris
- Mr. Jari Kuusisto, Director, Technology, SC Research, Helsinki
- 13.00 – 14.30      Lunch
- Theme 2            Marketing Activities and Services of IP Offices and Innovation Related Institutions on Effective IP Asset Management for Improved Competitions of Business and Industry
- 14.30 – 16.00      New and Improved IP Information and Search Services
- Speakers: Mr. Nico Deconick, Patent Examiner, Belgium Intellectual Property Office, Brussels
- Mr. Jeremy Philpott, Manager, European Patent Office (EPO), Munich, Germany
- Ms. Odile Salmer
- 16.00 – 16.15      Coffee Break
- 16.15 – 17.45      New and Improved Programs and Services of IP Offices and Innovation Institutions for Supporting the Business Use of IP Assets
- Speakers: Mr. Nikolaus Thumm, Senior Economic Counsellor, Swiss Federal Institute of Intellectual Property Bern
- Mr. Richard Woodham, Director, Intrasoft, Luxembourg
- Dr. Taemin Eom, Korean Intellectual Property Office (KIPO), Daejeon Metropolitan City
- 18.00                Cocktail

Friday, September 14, 2007

- Theme 3            Intellectual Capital Readiness
- 9.00 – 10.30      New and Improved Activities, Outreach and Support Programs on IP and Financing
- Speakers: Mr. Patrick Klein, Directorate General for Enterprise and Industry, European Commission, Brussels
- Mr. Jaime Andrez, President, *Instituto de Apoio às Pequenas e Médias Empresas e ao Investimento* (IPMEI), Lisboa
- Mr. Ralph Heinrich, Economic Affairs Officer, Economic Cooperation and Integration Division, United Nations Economic Commission for Europe (UNECE), Geneva
- Ms. Mariarosa Lunati, Secretary, OECD Working Party on SMEs and Entrepreneurship, Center of Entrepreneurship, SMEs and Local Development, Paris
- 10.30 – 10.45      Coffee Break
- 10.45 – 12.15      New and Improved Activities, Outreach and Support Programs on IP and Financing (cont.)
- Speakers: Mr. Luigi Amati, CEO, Metagroup, Terni, Italy
- Mr. Bernd Geiger, Member, European Venture Capital Association (ECVA), Brussels
- Dr. Thomas Gering, Senior Partner, Intellectual Asset Management Corporation (IAM), Sarasota, United States of America
- Mr. Jan Hofmann, Senior Analyst, Deutsche Bank Research, Macro Trends, Deutsche Bank, Frankfurt, Germany
- 12.15 – 13.30      Lunch

Friday, September 14, 2007 (cont.)

Theme 4

13.30 – 15.00 Joint Projects based on Intellectual Capital Sharing

Speakers: Mr. Alfred Radauer, Senior Researcher, Austrian Institute for SME Research, Vienna, Austria

Mr. Jeremy Philpott, Manager, European Patent Office (EPO), Munich, Germany

Mr. Andrea Berti, Director, Technology Transfer Office, University of Padua, Padua, Italy

Theme 5 Violation of IP Rights

15.00 – 16.00 New and Improved Activities, Programs and Projects for Preventing or Reducing Infringement, Piracy and Counterfeiting

Speakers: Ms. Susan Anthony

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Mr. Jaime Jiménez Llorente, *Departamento Coordinación Jurídica y Relaciones Internacionales*, Spanish Patent and Trademark Office (OEPM), Madrid

Marie Pattullo, Legal Affairs Manager, European Brand Associations (AIM), Brussels

16.00 – 17.00 Round-Table and Closing Ceremony

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