

WIPO



WIPO-OECD/SMEs/GE/09/INF/1

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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**SEVENTH ANNUAL WIPO FORUM ON INTELLECTUAL PROPERTY
AND SMALL AND MEDIUM-SIZED ENTERPRISES FOR
INTELLECTUAL PROPERTY OFFICES AND OTHER RELEVANT
INSTITUTIONS IN THE ORGANIZATION FOR ECONOMIC
COOPERATION AND DEVELOPMENT (OECD) COUNTRIES**

organized by

the World Intellectual Property Organization (WIPO)

Geneva, September 14 and 15, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, September 14, 2009

9.00 – 9.30 Registration

9.30 – 9.45 OPENING CEREMONY

Welcome address by:

Mr. Narendra Sabharwal, Deputy Director General, Cooperation for Development Sector, World Intellectual Property Organization (WIPO), Geneva

9.45 – 10.00 Keynote Speech:

Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO

10.00 – 11.00 Theme One: WIPO Support to Intellectual Property (IP) Offices and IP-Related Institutions on Policies on IP for SMEs: Countries Specific Needs and Proposal (Need Assessment Questionnaire)

Speakers: Mr. Theodore Schultz Hoeflich, Head of the Western Regional Office, Mexican Institute of Industrial Property (IMPI), Mexico City

Mrs. Delfina Autiero, Expert, Istituto per la Promozione Industriale (IPI), Rome

Mr. Andrew Beale, Director, Intellectual Property Office, Swansea University, Swansea

11.00 – 11.30 Coffee Break

11.30 – 13.00 Theme Two: Marketing Activities and Services of IP Offices and Innovation-Related Institutions on Effective IP Asset Management for the Improved Competitiveness of Business and Industry

New and Improved Programs and Services of IP Offices and Innovation Institutions for Supporting the Business Use of IP Assets

Speakers: Ms. Susan Anthony, Attorney Advisor, Office of Intellectual Property Policy and Enforcement., United States Patent and Trademark Office, Alexandria

Mr. Alfred Radauer, Expert, Technopolis Group, Wien

Ms. Mayra Núñez Vásquez, Head of the North Regional Office, Mexican Institute of Industrial Property (IMPI), Mexico City

Mr. Christoph Spennemann, Legal Expert, Intellectual Property Team, Policy Implementation Section, Division on Investment and Enterprise, United Nations Conference on Trade and Development (UNCTAD), Geneva

Dr. Gudrun Rumpf, Team Leader, Intrasoft International, Luxembourg

13.00 – 14.30 Lunch Break

15.30 – 16.00 Coffee Break

16.00 – 17.00 Theme Four: Business Support Services

(a) New and Improved Outreach and Support Programs of IP Protection and Enforcement for Entrepreneurs, Start Ups, Spin Off and SMEs

Speakers:

Mrs. Patricia García Escudero Márquez, Director, Dissemination, Communication and Company Relations Division, Spanish Patent and Trademark Office, Madrid

Mr. Mika Waris (Mr.) Director, Marketing and Business Services National Board of Patents and Registration in Finland, Helsinki

Mr. Antoine Réty, Regional Delegate, National Institute for Industrial Property (INPI), Lyon

(b) New and Improved Programs on IP Awareness, Capacity-Building and Education for Entrepreneurs and Students of Management, Business Administration, Engineering, Technology Management and New Product Development

Mr. Tim Trainer, Founder, Galaxy System, Inc., United States of America and Ms. Susan Anthony, Attorney Advisor, Office of Intellectual Property Policy and Enforcement, United States Patent and Trademark Office, Alexandria

Mr. Jeremy Philpott, Unit Manager, Innovation Support,
European Patent Academy, European Patent Office,
Munich, Germany

Nia Roberts (Ms.), Intellectual Property Manager,
Department for the Economy & Transport, Wales

18.00 Networking Cocktail hosted by WIPO

Tuesday, September 15, 2009

9.00 – 10.00 Theme Three: Intellectual Capital Readiness

New and Improved Activities, Outreach and Support
Programs on IP and Financing

Speakers: Mr. Giancarlo Migliori, MrGoodIdea, Rome

10.00 – 10.30 Coffee Break

10.30 – 12.30 Theme Four : Business Support Services (Cont'd)

(a) New and Improved Outreach and Support Programs of
IP Protection and Enforcement for Entrepreneurs, Start
Ups, Spin Off and SMEs

Mr. Andrew Czajkowski, Head, Information and
Technology Support Section, World Intellectual Property
Organization, Geneva

Mr. José Izquierdo, Head, Special Cooperation
Programmes Sector, Office for the Harmonization in the
Internal Market (OHIM), Alicante (to be confirmed)

Mrs. Delfina Autiero, Expert, Istituto per la Promozione
Industriale (IPI), Rome

(b) New and Improved Programs on IP Awareness,
Capacity-Building and Education for Entrepreneurs and
Students of Management, Business Administration,
Engineering, Technology Management and New Product
Development

Mrs. Elizabeth McNabb, Expert, Highbury Ltd, London

Mrs. Agnieszka Turynska, Head, International
Cooperation Department, Alicante, Spain

Ms. Namji Kim, Expert, Korean Invention Promotion Association, Seoul

12.30 – 14.00 Lunch Break

14.00 – 15.00 Theme Four: Business Support Services (Cont'd)

Speakers: Mrs. Magdalena Maciejska, Senior Expert, Promotion and Innovation Support Unit, Patent Office of the Republic of Poland, Warsaw

Mr. Marcin Gedlek, Chief Expert, International Co-operation Unit, Patent Office of the Republic of Poland, Warsaw

Mr. Otto Scharff, Director of the Market and Information Department of the Norwegian Industrial Property Office, Oslo

15.00 – 16.00 Round Table and Closing Ceremony

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