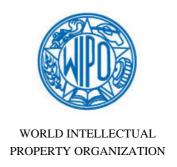
WIPO-SCIPS/SMEs/GE/08/INF/1 Prov.

ORIGINAL: English

DATE: November 5, 2008



SUDANESE CENTER FOR INTELLECTUAL PROPERTY STUDIES



WIPO-SCIPS TRAINING PROGRAM ON INTELLECTUAL PROPERTY FOR SMALL AND MEDIUM-SIZED ENTERPRISES

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Sudanese Center for Intellectual Property Studies (SCIPS)

Geneva, November 25 to 28, 2008

PROVISIONAL PROGRAM

prepared by the Secretariat

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Tuesday, November 25, 2008					
9.00 - 09:30	Registration and Administrative Matters				
9.30 – 10:00	Opening and Introduction				
	Welcome addresses by: Mr. Marco Marzano de Marinis, Program Officer, Small and Medium- Sized Enterprises (SMEs) Division				
10.00 - 11.00	Topic 1	Introduction of WIPO and its Role			
		Speaker:	Ms. Catherine Jewell, Senior Information Officer, Media Relations and Public Affairs Section		
11.00 – 11.20		Tea/Coffee	e Break		
11.20 – 12.10	Topic 2	WIPO and the Arab Bureau Activities			
		Speaker:	Mr. M'hamed Sidi El Khir, Technical Assistance and Capacity Building Bureau for Arab Countries		
12.10 – 14.00		Lunch Break			
14.00 – 15.00	Topic 3	Role of Intellectual Property (IP) in a Knowledge-Based Economy and Importance of IP for SMEs			
		Speaker:	Mr. Marco Marzano de Marinis, Program Officer, Small and Medium- Sized Enterprises (SMEs) Division		
15.00 – 16.00	Topic 4	Geographical Indications			
		Speaker:	Mr. Massimo Vittori, Secretary General, Origin		
16.00 – 16.20		Tea/Coffee	e Break		
16.20 – 17.10	Topic 5	Traditional Knowledge and Cultural Heritage			
		Speaker:	Mr. Simon Legrand, Counselor, Traditional Creativity, Cultural Expressions and Cultural Heritage		
17.10 – 17.30		Open Session for discussions			

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Wednesday, November 26, 2008

9.00 - 10.00	Topic 6	IP and Export strategies	
		Speaker:	Mrs. Tamara Nanayakkara, Counselor, WIPO Small and Medium- Sized Enterprises (SMEs) Division
10.00 – 10.20		Tea/Coffe	e Break
10.20 – 11.20	Topic 7	Using the Patent Cooperation Treaty (PCT) as a Strategic Tool for Business Success	
		Speaker:	Mr. Patrick Genin, Senior Legal Officer, PCT Legal Division
11.20 – 12.00		Open Sess	ion for Discussion
12.00 – 14.00		Lunch Bre	ak
14.00 – 15.00	Topic 8	Practical Considerations in Managing PCT Applications	
		Speaker:	Mr. Jean Luc Baron, Head of the Offices Services Section of the PCT International Cooperation Division
15.00 –16.00	Topic 9	Exploiting IP Assets; Licensing, Franchising and Merchandising	
		Speaker:	Mrs. Tamara Nanayakkara, Counselor, Small and Medium- Sized Enterprises (SMEs) Division
16.00 – 16.20		Tea/Coffee	e Break
16.20 – 17.00		Open sessi	on for discussion

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Thursday, November 27, 2008 9.00 - 10.00Topic 10 Trademarks and Industrial Designs Speaker: Mr. Denis Cohen, Head Education and Degree/Diploma Program, WIPO Academy 10.00 - 10.20Tea/Coffee Break 10.20 - 11.20Topic 11 The Madrid System Speaker: Mr. Yves Ngoubeyou, Senior Information Officer, Information and Promotion Division, Sector of Trademarks, Industrial Designs and Geographical Indications 11.20 - 12.00Open Session for Discussion 12.00 - 14.00Lunch Break Topic 12 The process of accession of Sudan to Madrid Protocol and 14.00 - 15.00the Hague agreement. Speaker: Mr. Mubarack Rahamtalla, Consultant, Information and Promotion Division, Sector of Trademarks, Industrial Designs and Geographical Indications Trade Secrets; Invention and Patent 15.00 - 16.00Topic 13 Speaker: Mr. Guriqbal Singh Jaiya, Director, WIPO Small and Medium- Sized Enterprises (SMEs) Division 16.00 - 16.20Tea/Coffee Break 16.20 - 17.10Topic 14 IP Panorama as an effective capacity building tool for **SMEs**

Speaker:

Division

Mr. Won -Kil Yoon, Counselor, WIPO, Small

and Medium- Sized Enterprises (SMEs)

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Friday, November 28, 2008 9.00 - 10.00Topic 15 Copyright and related rights Speaker: Mr. Azzedine Kateb Moncef, Senior Counselor, Division for Least-Developed Countries 10.00 - 10.20Tea/Coffee Break 10.20 - 11.20Topic 16 Copyright Issues in Creative Industries Mr. Christopher Kalanje, Program Officer, Speaker: Creative Industries Division 11.20 - 12.00Topic 17 IP Enforcement as a Strategic Business Tool Speaker: Mr. Victor Manuel Guizar Lopez, Consultant, WIPO Enforcement and Special Projects Division 12.00 - 14.00Lunch Break 14.00 - 15.00Topic 18 IP Disputes and Conflicts Management Ms. Sarah Theurich, Consultant, WIPO Speaker: Arbitration and Mediation Center Open session for discussion and Closing session 15.00 - 16.00Topic 19

Tea/Coffee Break

16.00 - 16.20

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