



SUDANESE CENTER FOR
INTELLECTUAL PROPERTY STUDIES



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**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

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 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 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

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/Coffee 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 Session for Discussion
12.00 – 14.00		Lunch Break
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 Break
16.20 – 17.00		Open session for discussion

Thursday, November 27, 2008

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

Friday, November 28, 2008

9.00 – 10.00	Topic 15	Copyright and related rights
		Speaker: Mr. Azzedine Kateb Moncef, Senior Counselor, Division for Least-Developed Countries
10.00 – 10.20		Tea/Coffee Break
10.20 – 11.20	Topic 16	Copyright Issues in Creative Industries
		Speaker: Mr. Christopher Kalanje, Program Officer, Creative Industries Division
11.20 – 12.00	Topic 17	IP Enforcement as a Strategic Business Tool
		Speaker: Mr. Victor Manuel Guizar Lopez, Consultant, WIPO Enforcement and Special Projects Division
12.00 – 14.00		Lunch Break
14.00 – 15.00	Topic 18	IP Disputes and Conflicts Management
		Speaker: Ms. Sarah Theurich, Consultant, WIPO Arbitration and Mediation Center
15.00 – 16.00	Topic 19	Open session for discussion and Closing session
16.00 – 16.20		Tea/Coffee Break

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