

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**SIXTH 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)

hosted by
the Welsh Assembly Government (WAG)

Millennium Stadium, Cardiff, Wales, September 10 and 11, 2008

PROGRAM

prepared by the Secretariat of WIPO

Wednesday, September 10, 2008

9.00 – 9.30 Registration

9.30 – 10.15 Opening Ceremony address by:

Baroness MORGAN of Drefelin, Parliamentary Under-Secretary,
Department for Innovation, Universities and Skills, United Kingdom

Keynote Speech:

Speaker: Dr. Guriqbal Singh JAIYA, Director, Small and Medium-sized
Enterprises (SMEs) Division, WIPO, Geneva

Theme 1: Marketing Activities and Services of Intellectual Property (IP) Offices and
Innovation-Related Institutions on Effective IP Asset Management for the
Improved Competitiveness of Business and Industry

10.15 – 11.00 New and Improved Programs and Services of IP Offices and Innovation
Institutions for Supporting the Business Use of IP Assets

Speakers: Mr. Andrew BEALE, Consultant, Small and Medium-sized
Enterprises (SMEs) Division, WIPO, Geneva

Mr. Hubert ROTHE, Head, Section on Industrial Property
Information for the Public, Supply of Literature, German Patent
and Trade Mark Office, Munich

Dr. Agnieszka TURYSKA, IPR Helpdesk, Alicante

11.00 – 11.30 Coffee Break

11.30 – 12.30 New and Improved Programs and Services of IP Offices and Innovation
Institutions for Supporting the Business Use of IP Assets (continued)

Speakers: Ms. Patricia GARCIA-ESCUADERO MARQUEZ, Head,
Dissemination and Information Unit, Spanish Patent and
Trademark Office (OEPM), Madrid

Ms. Christel HEREMANS, Head, Service & Information
Department, Benelux Intellectual Property Office, The Hague

Dr. Yoo-Jin HAN, Associate Research Fellow, IP Policy Team,
Korean Institute of Intellectual Property

Mr. Alessandro FAVALLI, Director SWAN Project, Zernike

Group, The Netherlands

12.30 – 14.00 Lunch

Theme 2: Intellectual Capital Readiness

14.00 – 15.15 New and Improved Activities, Outreach and Support Programs on IP and Financing

Speakers: Mr Alan GARRATT, IP Advisor, ICASS, UK

Dr. Jacques VAN DER MEER, Projects Directorate,
Department Innovation and Competitiveness, European
Investment Bank, Luxembourg

Mr. Andrea Di ANSELMO, Director, Meta-Group, Terni, Italy

15.15 – 15.45 Coffee Break

15.45 – 16.30 New and Improved Activities, Outreach and Support Programs on I P and Financing (continued)

Speakers: Mrs Daniela CAROSI, Head of the Division for IP promotion
and International Affairs, Italian Patent and Trademark Office

Mr. Mark COTICCHIA, Vice President for Research and
Technology Management, Case Western Reserve University,
Ohio, USA

19.00 Reception at Cardiff Castle hosted by the Rt. Hon. Rhodri Morgan AM,
First Minister for Wales

Thursday, September 11, 2008

8.30 – 9.00 Registration/Coffee Break

Theme 3: Business Support Services

9.00 – 10.30 New and Improved Outreach and Support Programs, Projects and Services on IP for Entrepreneurs, Start ups, Spin off and SMEs

Speakers: Mr. Miles REES, Business Development Manager UK IP Office
Mr. Tony GUILLE, Wales Innovation and IP Support Project Manager, Welsh Assembly Government

Ms. Christel HEREMANS, Head, Service & Information Department, Benelux Intellectual Property Office, The Hague

Dr. Roger WELCH, Project Manager, ISIS Enterprise, Oxford University, UK.

Dr. Brian MORE, Director of IP Services, Coventry University Enterprises Ltd, UK.

10.30 – 11.00 Coffee Break

11.00 – 12.30 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. Lawrence SMITH-HIGGINS, Head of Outreach and Education, UK IP Office

Mr. Antoine DINTRICH, Directeur Général, Institut Européen Entreprise et Propriété Intellectuelle (IEEPI)

Ms. Nia ROBERTS, Innovation Manager, Welsh Assembly Government

Mr. Mark COTICCHIA, Vice President for Research and Technology Management, Case Western Reserve University, Ohio, USA

Mr. Stephen CLARKE, Partner, Clarke and Hartland, Cardiff

12.30 – 14.00 Lunch

14.00 – 15.00 Round Table and Closing Ceremony

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