

# WIPO



WIPO/SMEs/GE/07/INF/1 Prov.

**ORIGINAL:** English

**DATE:** March 29, 2007

**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

**A BUSINESS-ORIENTED OVERVIEW  
OF INTELLECTUAL PROPERTY  
FOR LAW AND MANAGEMENT STUDENTS**

**ORGANIZED BY  
THE WORLD INTELLECTUAL PROPERTY ORGANIZATION (WIPO)**

**Geneva, May 29 to May 31, 2007**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, May 29, 2007 (Day 1)

- 9.00 – 10.00            OPENING CEREMONY
- Welcome addresses by:
- Mr. Sherif Saadallah, Executive Director, Office of Strategic Use of  
                              Intellectual Property for Development
- Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized  
                              Enterprises (SMEs) Division, WIPO, Geneva
- 10.00 – 10.45            Topic 1
- Getting Noticed: The Role of Trademarks, Industrial Designs and  
                              Geographical Indication
- Speaker:    WIPO Official
- 10.45 – 11.00            Group Discussion (Questions and Answers)
- 11.00 – 11.30            Coffee Break
- 11.30 – 12.15            Topic 2
- The Role of Patents and Patent Information in Business Strategy
- Speaker:    WIPO Official
- 12.15 – 12.30            Group Discussion (Questions and Answers)
- 12.30 – 14.00            Lunch Break
- 14.00 – 14.45            Topic 3
- Keeping Confidence: Managing Trade Secrets as a Business Strategy
- Speaker:    WIPO Official
- 14.45 – 15.00            Group Discussion (Questions and Answers)

- 15.00 – 15.45            Topic 4  
  
                                 Agricultural SMEs and Protection of New Varieties of Plants  
  
                                 Speaker:    UPOV Official
- 15.45 – 16.00            Group Discussion (Questions and Answers)
- 16.00 – 16.30            Tea/Coffee Break
- 16.30 – 17.15            Topic 5  
  
                                 Copyright Issues for SMEs in Creative Industries  
  
                                 Speaker:    Mrs. Donna Ghelfi, Program Officer, Creative  
                                 Industries Division, WIPO
- 15.45 – 16.00            Group Discussion (Questions and Answers)

Wednesday, May 30, 2007 (Day 2)

- 9.00 – 9.45              Topic 6  
  
                                 Leveraging IP: Licensing, Franchising and Merchandising  
  
                                 Speaker:    Professor Jacques de Werra, University of Geneva
- 9.45 – 10.00            Group Discussion (Questions and Answers)
- 10.00 – 10.45            Topic 7  
  
                                 Integrating IP in Business Strategies: Marketing and Export Plans  
  
                                 Speaker:    WIPO Official
- 10.45 – 11.00            Group Discussion (Questions and Answers)
- 11.00 – 11.30            Coffee Break

11.30 – 12.15	Topic 8  IP as a Financial Tool for SMEs  Speaker: Mr. Jeremy Lack, Attorney-at-law, Geneva
12.15 – 12.30	Group Discussion (Questions and Answers)
12.30 – 14.00	Lunch Break
14.00 – 14.45	Topic 9  An Overview of IP Asset Valuation  Speaker: WIPO Official
14.45 – 15.00	Group Discussion (Questions and Answers)
15.00 – 15.45	Topic 10  IP Audits as a Tool for Business Due Diligence  Speaker: WIPO Official
15.45 – 16.00	Group Discussion (Questions and Answers)
16.00 – 16.30	Coffee Break
16.30 – 17.15	Topic 11  Accounting and IP  Speaker: WIPO Official
17.15 – 17.30	Group Discussion (Questions and Answers)

Thursday, May 31, 2007 (Day 3)

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| 9.00 – 9.45   | Topic 12   |
|               | Developing an International IP Perspective The Strategic Use for SMEs of the PCT System  |
|               | Speaker: WIPO Official   |
| 9.45 – 10.00  | Group Discussion (Questions and Answers)   |
| 10.00 – 10.45 | Topic 13   |
|               | Developing an International IP Perspective: The Strategic Use for SMEs of the Madrid and the Hague System                              |
|               | Speaker: Mrs. Betty Berendson, Senior Information Officer, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO |
| 10.45 – 11.00 | Group Discussion (Questions and Answers)   |
| 11.00 – 11.30 | Coffee Break   |
| 11.30 – 12.15 | Topic 14   |
|               | IP Enforcement as a Strategic Business Tool  |
|               | Speaker: Mr. Jeremy Lack, Attorney-at-law, Geneva  |
| 12.15 – 12.30 | Group Discussion (Questions and Answers)   |
| 12.30 – 14.00 | Lunch Break  |
| 14.00 – 14.45 | Topic 15   |
|               | Resolving IP Business Disputes Through Arbitration and Mediation   |
|               | Speaker: Ms. Eun-Joo MIN, Senior Legal Officer, Arbitration and Mediation Center, WIPO   |
| 14.45 – 15.00 | Group Discussion (Questions and Answers)   |

15.00 – 15.45	Topic 16 IP Strategy in Standards Setting Speaker: WIPO Official
15.45 – 16.00	Group Discussion (Questions and Answers)
16.00 – 16.30	Coffee Break
16.30 – 17.15	Topic 17 Introduction to IP PANORAMA as a Capacity Building Tool Speaker: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO
17.15 – 17.30	Group Discussion (Questions and Answers)
17.30 – 18.00	CLOSING CEREMONY

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