

WIPO/SMEs/PRT/03/INF/1

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MINISTRY OF PRODUCTIVE ACTIVITIES
(MAP)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



INSTITUTE FOR INDUSTRIAL
PROMOTION (IPI)

**WIPO-ITALY FORUM ON INTELLECTUAL PROPERTY
AND COMPETITIVENESS OF
SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)
IN THE TEXTILE AND CLOTHING INDUSTRIES
OF MEDITERRANEAN BASIN COUNTRIES**

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the Italian Institute for Industrial Promotion (IPI)
in cooperation with
the Italian Patent and Trademark Office

Prato (Italy), December 10 and 11, 2003

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, December 10, 2003

8.30 – 9.00 Registration

9.00 – 10.00 Opening Ceremony addresses by:

Mr. Fabrizio Mattei, Mayor of Prato

Mr. Umberto Guidoni, Advisor, Italian Ministry of Productive Activities (MAP)

Mrs. Carlotta Graffigna, Director Advisor, World Intellectual Property Organization (WIPO)

Mrs. Maria Ludovica Agrò, Director, Italian Patent and Trademark Office (UIBM)

Mr. Ugo Girardi, Deputy Secretary General, “Union Camere”

Mr. Mario Maselli, President, “Unione Industriale Pratese”

Mr. Giovanni Nenciarini, President, “Confartigianato”, Prato

Mr. Anselmo Potenza, President, “Confederazione Nazionale Artigiani”, Prato

10.00 – 10.30 Coffee break

10.30 – 11.15 Theme 1 Intellectual Property (IP) and Competitiveness of SMEs in the Textile and Clothing Industries

Speaker: Mr. Guriqbal Jaiya Singh, Director, SMEs Division, WIPO

11.15 – 12.00 Theme 2 The Value Chain in Textile and Clothing Industries in Domestic and International Markets; Role of SMEs in the Textile and Clothing Industries; the Economics and Business of Fashion

Speakers: Mr. Luca Giovannelli, Head, “Centro Studi Unione Industriale Pratese”, Prato

Wednesday, December 10, 2003 (continued)

12.00 – 12.30	Discussion	Themes 1 and 2
12.30 – 14.00	Lunch	
14.00 – 15.00	Theme 3	Product Designs and Development in the Textile and Clothing Industries; Domestic and International Design and Copyright Strategies; Italian Case Studies
	<u>Speakers:</u>	Mr. Fulvio Alvisi, President, “Associazione Italiana Disegnatori Tessili”
		Mr. Grégoire Bisson, Head, International Industrial Design Registrations and Special Projects Section, WIPO
		Mr. Carlo Rusconi, Member of the First Board of Appeal, Organization for the Harmonization of the Internal Market, (OHIM)
15.00 – 15.30	Discussion	Theme 3
15.30 – 16.00	Coffee Break	
16.00 – 17.30	Theme 4	Branding and Retailing of Textile and Clothing Products; Using Trademarks for Domestic and International Marketing; Italian Case Studies
	<u>Speakers:</u>	Mr. Javier Fernandez Lasquetty, Senior Partner, Baker & McKenzie, Madrid
		Mr. Aldo Fittante, Intellectual Property Attorney
		Mr. Armando Branchini, Secretary General, “Altagamma”
		Mr. Claudio Orrea, CEO, “Tessilform”
17.30 – 18.00	Discussion	Theme 4
18.00 – 20.00	Visit to the Museum of Textile of Prato	
20.00 – 22.00	Dinner	

Thursday, December 11, 2003

9.00 – 10.15	Theme 5	Competitive Edge and Technological Advances in Manufacturing and Materials; Domestic and International Patents and Trade Secret Strategies in the Textile and Clothing Industries; Italian Case Studies
	<u>Speakers:</u>	Mr. Christian W. Appelt, Partner, Boehmert & Boehmert, Munich, Germany Ms Licia Garotti, Attorney, Franzosi Dal Negro Law Firm Mr. Francesco Ricci, CEO, Goldentrade
10.15 – 10.45	Discussion	Theme 5
10.45 – 11.15	Coffee Break	
11.15 – 12.30	Theme 6	The Experience of SMEs in the Textile and Clothing Sector in Managing IP Assets Including the Problem of Counterfeiting
	<u>Speakers:</u>	Mr. Karim El Helaly, Attorney at Law, Zaki Hashem & Partners, Cairo Mr. Pierluigi Roncaglia, “Società Italiana Brevetti” Ms Daniela Mainini, President, “Centro Studi Anticontraffazione”
12.30 – 13.00	Discussion	Theme 6
13.00 – 14.30	Lunch	
14.30 – 15.00	Theme 7	WIPO’s Program on IP for SMEs: Initiatives and Projects
	<u>Speaker:</u>	Mr. Federico Guicciardini Corsi Salviati, Deputy Director, SMEs Division, WIPO

Thursday, December 11, 2003 (continued)

15.00 – 16.00 Panel IP Needs and Concerns of SMEs in the Textile and
Discussion Clothing Industries of Mediterranean Basin Countries;
Development of Future Tools Including Sector Specific
Guides

Participants: All Speakers and Participants

16.00 – 16.30 Coffee break

16.30 – 17.00 Closing Ceremony

Mr. Luca Marco Rinfreschi, President, Chamber of Commerce, Industry
and Handicraft, Prato

Mrs. Rita Hayes, Deputy Director General, WIPO

Mr. Mario Valducci, Under Secretary, Ministry for Productive
Activities (MAP)

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