



MINISTRY OF PRODUCTIVE ACTIVITIES
(UIBM)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



INSTITUTE FOR INDUSTRIAL
PROMOTION (IPI)

WIPO-ITALY INTERNATIONAL SYMPOSIUM ON INTELLECTUAL PROPERTY AND THE COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES IN THE TEXTILE AND CLOTHING SECTORS

jointly organized by

the Ministry of Productive Activities of Italy - UIBM (Italian Patent and Trademark Office)

the World Intellectual Property Organization (WIPO)

the Institute for Industrial Promotion (IPI) of Italy

under the Patronage of
The Ministry of Foreign Affairs of Italy

Jean Monnet Faculty of Political Studies and Higher European Education
of the Second University of Naples
Real Sito Belvedere di S. Leucio
Caserta (Italy)

November 30 to December 2, 2005

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 30, 2005

8.30 – 9.30 Registration

9.30 – 10.30 OPENING CEREMONY

Welcome addresses by:

Mr. Antonio Grella, Rector, Second University of Naples, Caserta

Mr. Luigi Falco, Mayor of Caserta

H.E. Mr. Claudio Scajola, Minister of Productive Activities, Ministry of Productive Activities (MAP), Rome

Mrs. Carlotta Graffigna, Director and Controller, Representative of the Director General of the World Intellectual Property Organization (WIPO), Geneva

Mr. Carlo Cicala, President, Union of Entrepreneurs of the District of Caserta

10.30 – 10.45 Coffee Break

10.45 – 11.30 Theme 1 The Role of Intellectual Property in Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs) in the Textile and Clothing Sectors

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

Case Study: Mr. Stefano Artuso, Head, Legal Department, Benetton Group

Mr. Vittorio Donati, Director, Intellectual Property Department, Ermenegildo Zegna Holitalia SpA

Moderator: Mr. Giandomenico Magliano, Director General, Multilateral Economic and Financial Cooperation, Ministry for Foreign Affairs, Rome

11.30 – 13.00	Theme 2	<p>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</p> <p>Speakers: Mr. Mathias Knappe, Senior Officer, Market Development Section, International Trade Center (ITC), Geneva</p> <p>Mr. Naji Mouzannar, Co-President, Euro-Med Working Group on Competitiveness of SMEs working in a Textile and Clothing Sectors, Hazmieh</p> <p>Ms. Jinyan Cao, Deputy Director General, Intellectual Property Development Research Center of the State Intellectual Property Office (SIPO), China</p> <p>Moderator: Mr. Giandomenico Magliano</p> <p>Discussion</p>
13.00 – 14.00	Lunch	
14.00 – 15.30	Theme 3	<p>The Relevance of Intellectual Property for the Textile and Clothing Sectors: Domestic, Regional and International Aspects</p> <p>Speakers: Mr. Guriqbal Singh Jaiya</p> <p>Mrs. Patrizia Franceschina, Attorney, Jacobacci & Partners, Turin</p> <p>Case Study: Mrs. Susana Fernández Martín, Attorney, Legal Department, INDITEX, Arteixo</p> <p>Moderator: Mrs. Carlotta Graffigna</p> <p>Discussion</p>
15.30 – 15.45	Coffee Break	

- 15.45 – 17.15 Theme 4 How to Maximize the Exploitation of Intangibles: Going Beyond the Protection of Intellectual Property Rights to Business Strategies based on Licensing, Franchising and/or Merchandising
- Speakers: Professor Prabuddha Ganguli, Advisor “Vision-IPR”, Indian Institute of Technology, Mumbai
- Mr. Fabrizio De Benedetti, Delegate, Industrial Agents Association, Rome
- Case Study: Mr. Massimiliano Caforio, Attorney, Legal Department, Gianni Versace SpA, Milan
- Moderator: Mr. Stefano Sandri, Attorney, Member of the Commission for the Italian IP Law Code, Rome
- Discussion

Thursday, December 1, 2005

- 9.30 – 11.00 Theme 5 Intellectual Property in International Business Strategies: Opportunities and Challenges of Growing Market Integration
- Speakers: Mr. Guriqbal Singh Jaiya
- Mr. Christian Appelt, Attorney, Boehmert & Boehmert, Munich
- Case Study: Mr. Paolo Mazzitelli, Miroglio SpA, Alba
- Moderator: Mr. Amedeo Teti, Director General, General Direction for Trade Policy, Ministry of Productive Activities, Rome
- Discussion
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.45 Theme 6 Competitive Edge and Technological Advances: New Technologies as a Tool for Enhancing the Competitiveness of SMEs in the Textile and Clothing Sectors
- Speakers: Ms. Karin Ferriter, Attorney, Office of International Relations, United States Patent and Trademark Office (USPTO)

	Case Study:	Mr. Aldo Manzin, Grindi srl, Tempio Pausania
	Moderator:	Ms. Simona Marzetti, Director, Direction for Transfer of Knowledge and Innovation, Institut for Industrial Promotion (IPI), Rome
		Discussion
12.45 – 14.00	Lunch	
14.00 – 15.30	Theme 7	Evaluation and Valuation of Intellectual Property Assets in order to Maximize the Exploitation of Intangibles: How to Integrate Intellectual Property into Business Plans and Business Strategies
	Speakers:	Mr. Kelvin King, Expert, Valuation Consulting, London Mr. Pier Angelo Biga, ICM Advisors Turin
	Case Study:	Mrs. Sara Giordani, (MSc. Physics)/MBA, TTP Lab, Technology Transfer Program & Laboratory Ltd., Vicenza
	Moderator:	Mrs. Maria Ludovica Agrò, Director, Ufficio Italiano Brevetti e Marchi (UIBM), Rome
		Discussion
15.30 – 17.00	Theme 8	Using Intellectual Property Assets to Access Financing: Public and Private Opportunities
	Speakers:	Professor Prabuddha Ganguli Mr. Marco Canale, Deputy Director General, Monte Paschi Siena Venture, Florence Mr. Antonio Martini, Manager, General Direction for Coordination and Incentives to Enterprises, Ministry of Productive Activities, Rome
	Case Study:	Mr. Guido Von Scheffer, Director, IP Bewertungs AG, Hamburg Mr. Mario Cataldo, The Italian Banking Association (ABI), Rome
	Moderator:	Mr. Massimo Goti, Director General, General Direction for Coordination and Incentives to Enterprises, Ministry of Productive Activities, Rome
		Discussion

17.00

CLOSING CEREMONY

VISIT TO THE INDUSTRIAL DISTRICTS AND THE ROYAL PALACE OF CASERTA

Friday, December 2, 2005

- 9.00 Pick up at Grand Hotel Vanvitelli
- 9.15 Pick up at the Caserta Royal Palace
- 9.30 – 14.00 Visits to Textile Producers of the Caserta District
- Antico Opificio Serico De Negri
Antique silk factory
www.aos.it
- Tessecci S.r.l. - Tessitura Serica Cicala
Silk weaving company
www.tessecci.it
- Consorzio Impreco
Textile consortium
www.impreco.it
- 14.00 – 15.00 Lunch
- 15.00 – 16.00 Visit to the Union of the Entrepreneurs of the District of Caserta
- Presentation of the DIC₄ (*Distretto Industriale Campania 4*) project on the Industrial District of the Campania Region
- Presentation of the ELMI (*Eccellenza Locale per i Mercati Internazionali*) project on Local Excellence for International Markets
- 16.30 – 17.30 Visit to the Royal Palace of Caserta
- 17.30 Return transport to Grand Hotel Vanvitelli

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