

WIPO/SMEs/ROM/09/1 Prov.

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WORLD INTELLECTUAL
PROPERTY ORGANIZATION



CONSIGLIO NAZIONALE
DELL'ECONOMIA E DEL LAVORO



REPUBLIC OF ITALY



UNITED STATES PATENT AND
TRADEMARK OFFICE

**WIPO – ITALY INTERNATIONAL CONVENTION ON INTELLECTUAL
PROPERTY
AND COMPETITIVENESS OF MICRO, SMALL AND
MEDIUM-SIZED ENTERPRISES (MSMES)**

organized by
the World Intellectual Property Organization (WIPO)
and
Consiglio Nazionale dell'Economia e del Lavoro (CNEL)

supported by

the Italian Ministry of Foreign Affairs
the Italian Ministry of Economic Development
and
the United States Patents and Trademark Office (USPTO)

Rome, December 10 and 11, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, December 10, 2009

8.00 – 9.00 Registration

9.00 – 10.00 OPENING CEREMONY

The Honorable Mr. Antonio Marzano, President, National Council of the Economy and Labour (CNEL), Rome, Italy

Dr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland

The Honorable Mr. Vincenzo Scotti, Secretary of State, Minister of Foreign Affairs, Italian Republic, Rome, Italy

Mrs. Elisabeth L. Dibble, Deputy Chief of Mission, Embassy of United States of America, Rome, Italy

The Honorable Mr. Claudio Scajola, Minister for Economic Development, Italian Republic, Rome, Italy

10.00 – 11.00 Theme 1: **The Intellectual Property Rights (IPR) System and the Competitiveness of Micro, Small and Medium-Sized (MSMEs) in the Knowledge Economy**

Speakers: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO, Geneva, Switzerland

Mrs. Loredana Gulino, Director General, Directorate General for Combating Counterfeiting and Italian Patent and Trademark Office (UIBM), Rome, Italy

Mr. Enrico Giovannini, President, National Institute of Statistics, (ISTAT), Rome, Italy

Mr. Kim Young Min, Director General, Korean Intellectual Property Office, Daejeon, Korea

Mr. Vittorio Donati, Director, Intellectual Property Department, Ermenegildo Zegna, Rome

Moderator: Mr. Pasquale D'Avino, Minister Plenipotentiary, Italian Permanent Mission to the International Organization, Geneva, Switzerland

11.00 – 11.15 Coffee Break

- 11.15 – 12.15 Theme 2: [The Challenge of Open Innovation for MSMEs](#)
- Speakers: Mrs. Arti K. Rai, Administrator for External Affairs,
USPTO, Washington, United States of America
- Mr. Stanley Kowalski, Director, International Technology
Transfer Institute, Franklin Pierce Law Center, New
Hampshire, United States of America
- Mrs. Paola Manacorda, Expert, National Council of the
Economy and Labour (CNEL), Rome, Italy
- Mr. Eric Favre, CEO, Monodor, Lausanne, Switzerland
- Moderator: Mr. Pasquale D'Avino, Minister Plenipotentiary, Italian
Permanent Mission to the International Organization,
Geneva, Switzerland
- 12.15 – 13.30 Theme 3: [Accessing Finance: Intellectual Capital Readiness of
Entrepreneurs and MSMEs](#)
- Speakers: Mr. Giorgio Gobbi, Head, Financial and Structure
Department, Central Bank of Italy, Rome, Italy
- Mr. Alberto Sangiovanni-Vincentelli, University of
California-Berkeley, United States of America
- Mr. Bob Hodgson, Managing Director, Zernike Group,
London, United Kingdom
- Mrs. Karen Wilson, Senior Fellow, Kauffman Foundation,
Paris, France
- Moderator: Mr. Giandomenico Magliano, Minister Plenipotentiary,
Director General for Multilateral Economic and Financial
Co-operation, Ministry of Foreign Affairs, Rome, Italy
- 13.30 – 14.30 Lunch Break

Thursday, December 10, 2009 (contd)

1st Workshops Parallel Session

- 14.30 – 16.00 Workshop 1: [International and Regional IPR Mechanism for Improving
the Access to the Global Market](#)

Speakers Mr. Matthew R. Bryan, Director, Patent Cooperation Treaty (PCT) Legal Division, WIPO, Geneva, Switzerland

Mrs. Beate Schmidt, Director Cancellation and Litigation Department, Office for Harmonization in the Internal Market (OHIM), Alicante, Spain

Mrs. Sandrine Pitaccolo Bartolomei, IP Senior Counsel, Head of Rights Acquisition Department, Richemont, Geneva Switzerland

Mr Eugen Stohr, Director International Legal Affairs, European Patent Office, Munich, Germany

Moderator: Mr. Vittorio Ragonesi, Representative of the Italian Ministry of Foreign Affairs, Rome, Italy

Workshop 2 : [Using Technological Information for Strengthening the Competitiveness of SMEs](#)

Speakers: Mr. Andrew Czajkowski, Head, Information and Technology Support Section, WIPO, Geneva, Switzerland

Mr. Alessandro Piras, Industrial Property Programs Manager, Dintec, Rome, Italy

Mr. Jeremy Philpott, Unit Manager, European Patent Office, Munich, Germany

Moderator: Mr. Stanley Kowalski

Workshop 3 : [Valuation of Intellectual Property \(IP\) Assets and Accountability of Intangibles as Tool for Accessing Financing](#)

Speakers Mr. Stefano Zambon, Professor, World Intellectual Capital Initiative, Ferrara, Italy

Mr. Terenzio Scapolla, Istituto di Cultura Italiana, San Francisco, United States of America

Mrs. Sara Giordani, Expert, Vicenza, Italy

Mrs. Lutz Bode , Director, IP Bewertungs AG, Hamburg, Germany

Moderator: Mr. Alberto Sangiovanni-Vincentelli

16.00 – 16.30 Coffee Break

2st Workshops Parallel Session

16.30 – 18.00 Workshop 4 : [Publicly funded IP Support Service for Entrepreneurs & MSMEs.](#)

Speakers: Mr. Alfred Radauer, Expert, Technopolis Group, Wien, Austria

Mr. Francesco Morgia, Italian Industrial Promotion Institute (IPI), Rome, Italy

Mr. Mika Waris (Mr.) Director, Marketing and Business Services National Board of Patents and Registration in Finland, Helsinki, Finland

Mrs. Patrizia Biani, Country Coordinator, European Affairs, European Patent Office, Munich, Germany

Mr. Anjan Das, Senior Director, Confederation of Indian Industry, Haryana, India

Moderator: Mr. Guriqbal Singh Jaiya

Workshop 5 : [Educating SMEs Innovation Managers: Outreach and Support programs on IP](#)

Speakers: Mr. Jeremy Philpott

Mr. Cesar Parga, Senior Trade Specialist, Organization of American States, Washington, United States of America

Mr. Yong-Woo PARK, Korean Intellectual Property Office (KIPO); Seoul, Korea

Mrs. Daphne Yong- d’Herve, Senior Policy Manager, International Chamber of Commerce (ICC), Paris. France

Mr. Ronald Zink, Chief IP Counsel EMEA, Microsoft, Paris, France

Moderator: Mr. Gian Maria Piccinelli, Professor, University of Naples Federico Secondo, Naples, Italy

Workshop 6 : [Intellectual Capital Readiness: Integrating IP Assets Into Business Plan and Business Strategies for Accessing Financing](#)

Speakers: Mr. Vittorio Fini, Vice President, Banca Popolare dell’ Emilia Romagna, Modena, Italy

Mr. Aleardo Furlani, CEO, Innova, Rome, Italy

Mr. Paolo Bellomia, Vice President, DEMA S.p.A.,
Delagate Internazionalization, Unione Industriale di
Napoli, Sezione Imprese Metalmeccaniche, Napoli Italia

Mr. Luigi Amati, CEO, Meta-Group, Rome, Italy

Moderator: Mr. Terenzio Scapolla

Friday, December 11, 2009

9.00 – 10.30 Theme 4: [Differentiation Strategies; Role of IP in Building Trust and Branding by MSMEs](#)

Speakers: Mr. James Conley, Professor, Kellogs School of
Management, Chicago, United States of America

Mr. Mohammed Saeed Harib, CEO, Lammtara Pictures,
Freej Project, Dubai, UAE

Mrs. Susana Fernández Martín, INDITEX, Legal
Department, Arteixo, Spain

Mr. Vinícius Bogéa Camara, Advisor, Directorate of
Trademarks, INPI Brazil, Brasilia, Brazil

Moderator: Mr. Guriqbal Singh Jaiya

10.30 – 11.00 Coffee Break

11.00 – 12.30 Theme 5: [Non Conventional Works of Authorship and Copyright and Related Rights for MSMEs](#)

Speakers: Mrs. Jane C. Ginsburg, Columbia University, New York,
United States

Mr. Luigi Cecere, Director, Società Italiana Autori ed
Editori (SIAE), Rome, Italy

Mrs. Cristiana Sappa, Researcher, CERDI, Paris, France

Moderator: Mr. Andrea Klein, Esquire, *Società Italiana Brevetti*,
Rome, Italy

12.30 – 13.30 Theme 6: [Dispute Settlement and Enforcement of IP Rights by MSMEs](#)

Speakers: Mr. Javier Moreno, Director, International Relation Department, Spanish Patent and Trademark Office (OEPM), Madrid, Spain

Mr. Vincenzo Franceschelli, Professor, *Università Bicocca*, Milan, Italy

Mr. Massimiliano Caforio, Director, IP Department, Natuzzi, Brindisi, Italy

Moderator: Mr. Guriqbal Singh Jaiya

13.30 – 14.30 Lunch

Friday, December 11, 2009 (contd.)

1st Workshops Parallel Session

14.30 – 16.00 Workshop 7: [Signs and Emotions: From Conventional to Non-Conventional Brands.](#)

Speakers: Mrs. Giovanni Brioni, Senior Expert, Ferrero, Bologna, Italy

Mr. Bernardo Petroni, Intellectual Property Attorney, Dainese, Vicenza, Italy

Mr. Edo Van Hasselt, Manager, Korn Snacks del Perú SAC, Lima, Peru

Moderator: Mr. Vincenzo Franceschelli

Workshop 8: [Challenges of Counterfeiting & Piracy for MSMEs](#)

Speakers: Mr. Gianluca Dinoi, Lieutenant Colonel, Head, Counterfeiting and Piracy Section, International Cooperation Department, Guardia di Finanza, Rome, Italy

Mr. Carlo Alberto Demichelis, Vice-President, Indicam, Milan, Italy

Mrs. Laurence Morel-Chevillet, IP Department, Bulgari, Rome, Italy

Mr. Vito Alfano, SIAE, Rome, Italy

Moderator: Mr. Carloalberto Giovannetti, Esquire, Società Italiana Brevetti, Rome, Italy

Workshop 9 : [Using Quality Standards as an SMEs Competitive Advantage: the Role of GIs, Certification TM and Collective TM](#)

Speakers: Mr. Kenneth O'Neill Keck, Executive Director, State of Florida Department of Citrus, Lakeland, Florida, United States of America

Mr. Giorgio Bocedi, Expert, Intellectual Property Department, Consorzio del Formaggio Parmigiano Reggiano, Reggio Emilia, Italy

Mr. Rajendra Kumar, Expert, Darjeeling Tea, Gurgaon, India

Mr. Getachew Mengistie, IP Expert, Addis Ababa Ethiopia

Moderator: Maurizio Reale, Director, International Affairs Coldiretti, Bruxelles; Belgium

16.00 – 16.30 Coffee Break

2st Workshops Parallel Session

16.30 – 18.00 Workshop 10 : [Maximizing Intangibles Benefits, from IPRs Protection to Exploitation of IPRs: Business Strategies based on Franchising and/or Merchandising](#)

Speakers: Mr. Fabrizio Jacobacci, Partner, Jacobacci Sterpi Regoli De Haas e Associati, Turin, Italy

Mrs. Susana Fernández Martín

Mr. Gurmeet S Jakhu, Partner, Hamilton Pratt, Birmingham, United Kingdom

Moderator: Mr. Ralph HEINRICH, Economic Affairs Officer, Economic Cooperation and Integration Division, United Nations Economic Commission for Europe (UNECE), Geneva, Switzerland

Workshop 11 : Cumulative IP Protection Strategy for SMEs Competitiveness

Speakers: Mr. John Calvert, Administrator, USPTO Inventor Assistance Program, United Patents and Trademark Office, Alexandria, United States of America

Mr. Fabrizio De Benedetti, CEO, Società Italiana Brevetti (SIB), Rome, Italy

Moderator: Mrs. Laurence Morel-Chevillet,

Workshop 12 : **Grey markets Goods and Parallel Imports**

Speakers: Mr. Maurizio Montemagno, Head, Ufficio Antifrode Centrale, Agenzia Dogane, Rome, Italy

Mr. Christopher Stothers, Esquire, London, United Kingdom

Mr. Enrico Macrì, Professor, *Università di Catania, Catania, Italy*

Moderator Mrs. Jane C. Ginsburg

18.00

Closing Ceremony

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