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WIPO/SMEs/SHA/04/INF/1 Prov.

ORIGINAL: English

DATE: December 2004



STATE INTELLECTUAL
PROPERTY OFFICE (SIPO)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE (JPO)



KOREAN INTELLECTUAL
PROPERTY OFFICE (KIPO)

**WIPO ASIAN REGIONAL WORKSHOP ON
INTELLECTUAL PROPERTY (IP) FOR MANAGERS AND STAFF
OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)
AND SME SUPPORT INSTITUTIONS**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Intellectual Property Office (SIPO) of
the People's Republic of China,

and with the assistance of
the Japan Patent Office (JPO),

and
the Korean Intellectual Property Office (KIPO)

Shanghai, December 15 to 17, 2004

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

PROVISIONAL PROGRAM

Wednesday, December 15, 2004

8.00 – 8.30 Registration

8.30 – 9.00 OPENING CEREMONY

Welcome addresses by:

Representative of the Government of China

Representative of the Shanghai Municipal Government

Mr. Osamu Ueno, Director General, Second Patent Examination Department, Japan Patent Office (JPO), Tokyo

Mr. Jong-Hyub Choi, Director General, Intellectual Property Tribunal, Korean Intellectual Property Office (KIPO), Daejeon

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division the World Intellectual Property Organization (WIPO)

THEME ONE Promoting the Use of IP Instruments by SMEs

9.00 – 9.45 Topic I: The Role and Function of an IP Department/IP Focal Point and External Specialist Support

Speaker: Mr. Shozo Uemura, Special Advisor to the Director General of WIPO, based in Tokyo

9.45 – 10.00 Tea Break

10.00 – 10.45 Topic II: Marketing and Branding Strategies: Use of Trademarks, Geographical Indications, and Industrial Designs for Business Success: Case Studies

Speaker: Mr. Philip Mendes, Principal, Innovation Law, Brisbane, Australia

10.45 – 11.45 Topic III: Building a Competitive Edge: Protecting Inventions by Utility Models and/or Patents: Case Studies

Speakers: Dr. Casey K. Chan, Department of Orthopaedic Surgery, National University Hospital, Singapore

Mr. Guriqbal Singh Jaiya, Director

11.45 – 13.45 Lunch Break

13.45 – 14.45 Topic IV: Using Material Protected by Copyright and Related Rights

Speakers: Mr. Chang Cheng, Senior Counsellor, WIPO

Mr. Xu Chao, Deputy Director General, National
Copyright Administration of China (NCAC),
Beijing

THEME TWO IP Assets and SMEs

14.45 – 15.45 Topic V: Creating and Using IP Assets to Enhance Competitiveness:
National and International Perspectives

Speakers: Mr. Jong-Hyub Choi

Mr. Masahiro Samejima, Partner, Attorney at Law
and Patent Attorney, Law Office of Uchida
& Samejima, Tokyo

15.45 – 16.00 Tea Break

16.00 – 16.45 Topic VI: Valuation of IP Assets: Different Approaches

Speaker: Mr. Guriqbal Singh Jaiya

16.45 – 17.30 Topic VII: Leveraging IP Assets: Role of IP in Improving Enterprise
Profitability Through Direct Exploitation, Licensing,
Franchising, and/or Merchandising, and Developing Other
Types of Strategic Business Relationships: Case Studies

Speaker: Mr. Philip Mendes

18.00 WIPO Reception

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Thursday, December 16, 2004

THEME THREE Challenges of Awareness Raising and Enforcement

9.00 – 10.30 Topic VIII: Best Practices for Raising Awareness, Use and Exploitation of IP Assets

Speakers: Mr. Isamu Shimizu, Chairman, National Center for Industrial Property Information and Training (NCIPI), Tokyo

Mr. Jong-Hyub Choi

Dr. Lu Wanying, Vice President, China Hi-Tech Group Co., Ltd., Shanghai

10.30 – 10.45 Tea Break

10.45 – 11.45 Topic IX: Dispute Resolution and Effective Enforcement of IPRs for Maximizing the Benefits of the IP System: National and International Perspectives

Speakers: Mr. Peng Maoxiang, Director, Market Supervision Division, Coordination and Administration Department, SIPO, Beijing

Mr. Guriqbal Singh Jaiya

11.45 – 13.45 Lunch Break

THEME FOUR Business Aspects of IP

13.45 – 14.45 Topic X: IP Issues in Outsourcing and Exports: The Challenges

Speakers: Dr. Casey K. Chan

Professor Chaho Jung, Professor of Law, College of Law, Chungnam National University, Daejeon

14.45 – 15.00 Tea Break

15.00 – 16.00 Topic XI: Role of IP in Benefiting from University-Industry Partnerships: Incubators and IP

Speakers: Dr. Casey K. Chan

Dr. Peng Yinghong, Director, Science and Technology Division, Shanghai Jiao Tong University, Shanghai

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16.00 – 16.45 Topic XII: Integrating IP in the Business Plan and Strategy: Identifying, Protecting, Developing, Managing and Auditing IP Assets

Speaker: Mr. Philip Mendes

16.45 – 17.15 CLOSING CEREMONY

Addresses by:

Representative of the Government of China

Representative of the Shanghai Municipal Government

Representative of WIPO

18.00 SIPO Reception

Friday, December 17, 2004

9.00 Study visit to SMEs in Wai Gao Qiao or Pudong Area, Shanghai
(to be confirmed by co-organizer)

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