



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



WORLD ASSOCIATION
FOR SMALL AND MEDIUM-SIZED ENTERPRISES

**WIPO-WASME SPECIAL PROGRAM
ON PRACTICAL INTELLECTUAL PROPERTY RIGHTS ISSUES
FOR ENTREPRENEURS, ECONOMISTS, BANKERS,
LAWYERS AND ACCOUNTANTS**

organized by
the World Intellectual Property Organization (WIPO)
and
the World Association for Small and Medium-sized Enterprises (WASME)

Geneva, October 6 to 9, 2003

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, October 6, 2003

9.00 – 9.30		Registration
9.30 – 10.00		Opening Ceremony
	<u>Speakers:</u>	Dr. Arun Agrawal, Secretary General World Association for Small and Medium-sized Enterprises (WASME)
		Mr. Roberto Castelo, Deputy Director General, World Intellectual Property Organization (WIPO)
10.00 – 10.30	Coffee Break	
10.30 – 11.30	Theme 1	Trade Secrets
	<u>Speaker:</u>	Mr. Guriqbal Singh Jaiya, Director, Small and Medium- sized Enterprises (SMEs) Division, WIPO
11.30 – 12.30	Theme 2	Trademarks and Geographical Indications
	<u>Speaker:</u>	Ms. Päivi Lähdesmäki, Senior Legal Officer, International Law Development Section, WIPO
12.30 – 14.00	Lunch	
14.00 – 15.00	Theme 3	Industrial Designs
	<u>Speaker:</u>	Ms. Päivi Lähdesmäki
15.00 – 16.00	Theme 4:	Copyright and Related Rights
	<u>Speakers:</u>	Mr. Jørgen Blomqvist, Director, Copyright Law Division, WIPO
16.00 – 16.30	Coffee Break	

- 16.30 – 17.30 Theme 5: Importance of Using Patent Information
- Speaker: Mr. Jose Luis Herce-Vigil, Senior Counsellor, Division for
 Infrastructure Services and Innovation Promotion, WIPO
- 17.30 – 18.30 Cocktail Reception by WIPO

Tuesday, October 7, 2003

- 9.00 – 10.00 Theme 6: Patents
- Speaker: Ms. Tomoko Miyamoto, Senior Legal Officer, Patent Law
 Section, Patent Policy Department, WIPO
- 10.00 – 10.30 Coffee Break
- 10.30 – 11.30 Theme 7 Collective Management
- Speaker: Mr. Patrick Masouyé, Acting-Director, Copyright
 Collective Management Division, WIPO
- 11.30 – 12.30 Theme 8: International Registration Systems for Trademarks and
 Industrial Designs
- Speaker: Mrs. Helen Lom, Director, Developing Countries (Madrid
 and Hague Systems) Division, WIPO
- 12.30 – 14.00 Lunch
- 14.00 – 15.00 Theme 9: International Treaties in the Field of Copyright and
 Related Rights
- Speaker: Mr. Jørgen Blomqvist
- 15.00 – 16.00 Theme 10: The Patent Cooperation Treaty (PCT) and Its Importance
 for Developing Countries
- Speaker: Mr. Wang Zhengfa, Director, Developing Countries (PCT)
 Division, WIPO
- 16.00 – 16.30 Coffee Break

16.30 – 17.30 Theme 11 Intellectual Property (IP) Issues in Business

Speaker: Mr. Federico Guicciardini, Deputy Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO

Wednesday, October 8, 2003

9.00 – 10.00 Theme 12 Ownership of IP assets

Speaker: Mr. Christopher Kalanje, Consultant, Small and Medium-sized Enterprises (SMEs) Division, WIPO

10.00 – 10.30 Coffee Break

10.30 – 11.30 Theme 13 IP and E-Commerce

Speaker: Mr. Arturo Ancona, Consultant, Copyright and Related Rights Sector

11.30 – 12.30 Theme 14 Domain Names and IP

Speakers: a. Mr. Marco Marzano de Marinis, Associate Legal Officer, Small Medium-sized Enterprises (SMEs) Division, WIPO
b. Mr. Guriqbal Singh Jaiya

12.30 – 14.00 Lunch

14.00 – 15.00 Theme 15 Licensing of Intellectual Property Rights (IPRs)

Speaker: a. Mr. Guriqbal Singh Jaiya
b. Mrs. Tamara Nanayakkara, Senior Program Officer, Least-Developed Countries Division, WIPO

15.00 – 16.00 Theme 16 The Services of the WIPO Arbitration and Mediation Center

Speaker: Mr. Ignacio De Castro, Senior Legal Officer, Legal Development Section, WIPO Mediation and Arbitration Center

16.00 – 16.30 Coffee Break

16.30 - 17.30 Group Discussion

Thursday, October 9, 2003

08.30 - 09.30	Theme 17	Role of IP in Raising Finance
	<u>Speaker:</u>	Mr. Christopher Kalanje
09.30 – 10.30	Theme 18	Effective Enforcement of IPRs
	<u>Speaker:</u>	Mrs. Louise Marié Van Greunen Vuagnat, Deputy Director, Enforcement and Special Projects Division, WIPO
10.30 – 11.00	Coffee Break	
11.00 – 12.30	Theme 19	Valuation of IP and Other Intangible Assets
	<u>Speaker:</u>	Mr. John D. Swaim, Business Advisor at Negoceval, Geneva
12.30 – 14.00	Lunch	
14.00 – 15.00	Theme 20	IP, Business Plans and Exports Strategy
	<u>Speaker:</u>	Mr. Christopher Kalanje
15.00 – 15.30	Closing Ceremony	

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