



## **NATIONAL WORKSHOP**

WIPO/IP/BEI/12/INF/1 PROV. ORIGINAL: ENGLISH DATE: JUNE 7, 2012

## National Workshop on Intellectual Property (IP) Enforcement and its Impact on Business

organized by the World Intellectual Property Organization (WIPO)

in cooperation with the Lebanese Ministry of Economy and Trade

Beirut, Lebanon, July 17 and 18, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

## Tuesday, July 17, 2012

8.30 – 9.00	Registration	
9.00 – 9.30	Opening Ceremony	
	Welcome addresses by:	
	Representative of the Government of Lebanon, Beirut	
	Mr. Amr Abdelaziz, Senior Program Officer, Development Sector, World Intellectual Property Organization (WIPO), Geneva	
9.30 – 10.00	Topic 1	Overview on the Enforcement of Intellectual Property (IP)
	Speaker:	Mr. Xavier Vermandele, Deputy Director, Building Respect for IP Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva
10.00 – 10.30	Topic 2	Counterfeiting and Piracy in the Framework of Strategic Goals VI of WIPO
	Speaker:	Mr. Xavier Vermandele
10.30 – 11.00	Topic 3	Piracy and Counterfeiting and its Impact on National Economy
	Speaker:	Mr. Hossam A. El-Saghir, Attorney at Law, Professor of Commercial Law and Director of The Regional Institute for Intellectual Property, Helwan University, Cairo
11.00 – 11.30	Coffee Break	
11.30 – 12.00	Topic 4	Enforcement of the Lebanese IP Laws
	Speaker:	Local speaker
12.00 – 12.30	Topic 5	Border Measures and Consumer Protection
	Speaker:	Mr. Amr Abdelaziz
12.30 – 13.00	Topic 6	Enforcement of IP and Public Health
	Speaker:	Mr. Hossam A. El-Saghir

Wednesday, July 18, 2012			
9.00 – 9.30	Topic 7	Consumer Attitudes towards Counterfeiting and Piracy and Awareness Raising	
	Speaker:	Mr. Xavier Vermandele	
9.30 – 10.00	Topic 8	The Legal Framework of Enforcement in Lebanon	
	Speaker:	Local speaker	
10.00 – 10.30	Topic 9	The Importance of IP Enforcement for Small and Medium Enterprises (SMEs)	
	Speaker:	Mr. Amr Abdelaziz	
10.30 – 11.00	Topic 10	Effective IP Enforcement and its Impact on the Competitiveness of Trademarks and Copyright	
	Speaker:	Mr. Hossam A. El-Saghir	
11.00 – 11.30	Coffee Break		
	Topic 11	Remedies to Counterfeiting and Piracy Including the Environmentally Friendly Disposal of Goods	
11.30 – 12.00	Speaker:	Mr. Xavier Vermandele	
12:00 – 12:30	Topic 12	Round Table Discussion on Strategic Approach to Effective Cooperation at the National Level	
	Speakers:	Mr. Amr Abdelaziz	
		Mr. Xavier Vermandele	
		Representatives of the Lebanese government	

[End of document]