



THE HASHEMITE KINGDOM OF JORDAN



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

**UNDER THE HIGH PATRONAGE OF  
HIS MAJESTY KING ABDULLAH II**

**WIPO ARAB REGIONAL MEETING ON INTELLECTUAL PROPERTY  
AS A POWER TOOL FOR ECONOMIC GROWTH**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the Ministry of Industry and Trade / the Department of the National Library  
and  
the King Abdullah II Center for Intellectual Property

**Amman, June 1 to 3, 2004**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, June 1, 2004

- 9.00 – 9.30      Opening Ceremony
- Representative of the Government of Jordan, Amman
- Mr. Geoffrey Yu, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland
- 9.30 – 10.00      Coffee Break
- Theme 1            Intellectual Property and Economic Growth
- 10.00 – 10.30      **Keynote Speaker:      His Excellency Dr. Mohamed Al Haliqa, Deputy Prime Minister, Minister for Industry and Trade**

First session

- 10.30 – 11.00      Intellectual Property Rights; Trade and Investment
- Speaker:      Dr. Michael P. Ryan, Associate Professor, Georgetown University's McDonough School of Business, and Project Manager, International Intellectual Property Institute (IIPI), Washington D.C.
- 11.00 – 11.30      Intellectual Property Rights; Opportunities and Challenges for Developing Countries
- Speaker:      Dr. Prabuddha Ganguli, Advisor, Vision-IPR, Mumbai, India
- 11.30 – 12.00      WIPO's New Economic Agenda
- Speaker:      Mr. Sherif Saadallah, Executive Director, Economic Development Bureau for Arab Countries, WIPO
- 12.00 – 12.30      Discussion
- 12.30 – 13.00      Coffee Break

Second Session

- 13.00 – 13.30            The Economic Value of Intellectual Property Rights
- Speaker:    Dr. Derek Bosworth, Professor of Economics, Melbourne,  
and Emeritus Professor, UMIST, Manchester University,  
Manchester, United Kingdom
- 13.30 – 14.00            The Economic Value of Innovative Medicines
- Speaker:    Ms. Susan Kling Finston, Associate Vice-President,  
Intellectual Property and Middle East and Africa Affairs,  
Pharmaceutical Research and Manufacturers of America  
(PhRMA), Washington, D.C.
- 14.00 – 14.30            Discussion

Wednesday, June 2, 2004

- Theme 2                    Creation, Valuation, Management and Exploitation of Intellectual  
Property Assets
- 9.00 – 9.30                **Keynote Speaker:    His Excellency Mr. Salah Al Bachir,  
Minister for Justice**

First session

- 9.30 – 10.00            Intellectual Property as a Strategic Tool in Technology Development  
and Business – the Developing Country Experience
- Speaker:    Dr. Prabuddha Ganguli
- 10.00 – 10.30            Intellectual Property Rights and National Innovation Policy
- Speaker:    Dr. Michael P. Ryan
- 10.30 – 11.00            Valuation of Intellectual Property Assets
- Speaker:    Dr. Derek Bosworth

11.00 – 11.30 Case Studies on the Successful Use of the Intellectual Property System by SMEs; the Experience of Jordan  
Speaker: Dr. Adnan Badwan, Director General, the Jordanian Pharmaceutical Mfg. Co., Amman

11.30 – 12.00 Discussion

12.00 – 12.30 Coffee Break

Second session

12.30 – 13.00 University-Industry Partnerships: Developing Country Experiences and Options  
Speaker: Mrs. Homai Saha, Consultant, Intellectual Property and Economic Development Department, WIPO

13.00 – 13.30 Trademarks, Geographical Indications and Industrial Designs – Value and Utilization  
Speaker: Dr. Prabuddha Ganguli

13.30 – 14.00 Contribution of Cultural Industries to Economic Development: the Case of Jordan  
Speaker: Mr. Riad Al Khouri, Director, Middle East Business Associates (MEBA), Amman

14.00 – 15.00 The Software Industry in Jordan  
Speakers: Mr. Hazem Malhas, Chief Executive Officer, Aregon, Amman  
Mr. Raed Bilbisi, Chief Executive Officer, AlliedSoft, Amman

Thursday, June 3, 2004

Theme 3 Intellectual Property Regimes and Access to Technology

9.00 – 9.30 **Keynote Speaker: His Excellency Dr. Bassem Awadallah,  
Minister for Planning and International  
Cooperation**

First session

9.30 – 10.00 Intellectual Property Rights and International Technology Transfer

Speaker: Dr. Michael P. Ryan

10.00 – 11.00 Partnership Agreements between National and Multinational  
Pharmaceutical Companies and Institutional Development

Speakers: Mrs. Hannan Al-Sboul, Secretary General, Jordanian  
Association of Manufacturers of Pharmaceuticals and  
Medical Appliances (JAPM), Amman

Mr. Samir Mansour, Director, Regional Office for Middle  
East and South Africa, PhARMA, Amman

11.00 – 11.30 Discussion

11.30 – 12.00 Coffee Break

Second session

12.00 – 12.30 Intellectual Property and Investments in Research and Development

Speaker: Dr. Michael P. Ryan

12.30 – 13.00 The Impact of Research and Development on Innovation and  
Productivity

Speaker: Dr. Derek Bosworth

- 13.00 – 13.30      Successful Technology Licensing
- Speaker:    Mr. Samer Al-Tarawneh, Counsellor, Economic  
Development Bureau for Arab Countries, WIPO
- 13.30 – 14.00      Licensing Experience – A Case Study
- Speaker:    Mr. Mazen Dorwazeh, Chairman, Hikma Pharmaceuticals,  
Amman
- 14.00 – 14.30      Discussion
- 14.30                Closing Ceremony

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