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DEPARTMENT OF INTELLECTUAL
PROPERTY STANDARDIZATION AND
METROLOGY OF THE NATIONAL
AUTHORITY FOR SCIENCE AND
TECHNOLOGY OF THE
LAO PDR

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

JAPAN PATENT OFFICE

WIPO REGIONAL FORUM ON THE ROLE OF NATIONAL DESIGN COUNCILS FOR THE EFFECTIVE PROMOTION AND PROTECTION OF INDUSTRIAL DESIGN

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Department of Intellectual Property Standardization and Metrology
National Authority for Science and Technology (NAST)
Government of Lao People's Democratic Republic
and
with the assistance of
the Japan Patent Office (JPO)

Vientiane, August 27 and 28, 2009

PROGRAM

prepared by the International Bureau of WIPO

Thursday, August 27, 2009

8.30 – 9.30 Registration

9.30 – 10.00 OPENING CEREMONY

Welcome addresses by:

Mr. Huomphanh Intharath, Vice President, Department of Intellectual Property Standardization and Metrology, National Authority for Science and Technology (NAST), Vientiane

Mr. Yoshihiro Nakayama, Assistant Director, International Affairs Division, Japan Patent Office (JPO), Tokyo

Mr. Candra Darusman, Consultant, Corporation for Development Bureau for Asia and the Pacific World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.20 Coffee Break

10.20 – 11.00 Topic 1: What is Industrial Design?

Speaker: Mr. Candra Darusman, Consultant,
Corporation for Development Bureau for Asia and
the Pacific, WIPO, Geneva

Discussion

11.00 – 12.15 Topic 2: History of the Use of Industrial Design in the Region
*(An overview of how individuals or businesses have utilized
industrial design for commercial purpose)*

Speakers: Mr. Hongkad Souvannavong
Director, Hongkad Corporation, Vientiane

Mr. Tong Huiming, Director and Professor,
College of Design Guangzhou Academy of Fine
Arts, Guangzhou

Discussion

12.15 – 13.00 Topic 3: What are National Design Councils?
(An examination of the vision, mission and activities of each national design council (NDC))

Speaker: Mr. Masayoshi Hosaka, General Manager,
Planning and Research Department, Japan Design
Protection Association, Tokyo

Discussion

13.00 – 14.30 Lunch Break

14.30 – 16.00 Topic 3: What are National Design Councils?
(Cont'd)

Speakers: Selected Participants (from India, Indonesia,
Malaysia and Singapore)

Discussion

16.00 – 16.15 Coffee Break

16.15 – 17.30 Topic 4: How do Companies Use Industrial Designs?
(An overview of how companies are using industrial designs to remain or become competitive and profitable on a national, regional or global scale)

Speakers: Mr. Yasuhiro Tao, Manager, Design Team/IP
Solution Center, Intellectual Property Rights
Operations Company Head Office, Panasonic
Corporation, Osaka

Mr. Alan Datri, Senior Counsellor,
Sector of Trademarks, Industrial Designs and
Geographical Indications, WIPO, Geneva

Discussion

Friday, August 28, 2009

9.00 – 10.30 Topic 4: How do Companies Use Industrial Designs?
(Cont'd) *(Win by design: New viewpoint for small and medium manufacturing enterprises in Pearl River Delta)*

Speaker: Mr. Tong Huiming

Discussion

10.30 – 10.50 Coffee Break

10.50 – 11.35 Topic 5: Protection of Industrial Design Rights Under the Law
(An overview of the legal protection on industrial design in general and in a country / the region)

Speaker: Mr. Yoichi Narita, Examiner (Design), Industrial Machinery Division, Trademark, Design and Administrative Affairs Department, JPO, Tokyo

Discussion

11.35 – 12.35 Topic 6: Hague System for the International Protection of Industrial Design
(The use of the Geneva Act of the Hague Agreement for the International Registration of Industrials designs as a cost-effective means for a business of any size with respect to the expansion of its business in foreign countries)

Speaker: Mr. Alan Datri

Discussion

12.35 – 14.00 Lunch Break

14.00 – 15.30 Roundtable Discussion
(Discussion by all participants and speakers)

- How to increase the awareness of the benefits of industrial design protection
- Review the legal framework and recent discussions that have taken place with respect to the protection of industrial designs in the region
- Possible cooperation between NDCs in different countries
- Incorporation of best practices for protection of designs into a national development strategies

Moderator: Mr. Alan Datri

15.30 CLOSING CEREMONY

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