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WORLDINTELLECTUAL
PROPERTYORGANIZATION



DEPARTMENTOFINTELLECTUAL
PROPERTY
MINISTRYOFCOMMERCE
GOVERNMENTOFTHAILAND



JAPANPATEMTOFFICE

**WIPOASIANREGION ALWORKSHOPONTHEU SEOF
INFORMATIONTECHNOLOGYANDMANAGEMENTOF INDUSTRIAL
PROPERTYRIGHTSBYS MALLANDMEDIUM -SIZED
ENTERPRISES(SME s)**

organizedby

theWorldIntellectualPropertyOrganization(WIPO)

incooperationwith

theDepartmentofIntellectualP ropertyofThailand(DIP)

MinistryofCommerce
GovernmentofThailand

andwiththeassistanceof
theJapanPatentOffice(JPO)

Bangkok,February25to27,2002

PROVISIONALPROGRAM

DocumentpreparedbytheInternationalBureauofWIPO

Monday, February 25, 2002

8.45–9.45		Registration
10.00–10.30		Opening Ceremony
	Addressed by:	-H.E. Dr. Adisai Bodharamik, Minister of Commerce, Thailand -Mr. Takashi Sakurai, Director, International Affairs Division, General Affairs Department, Japan Patent Office (JPO) -Mr. N. K. Sabharwal, Director, Cooperation for Development Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO)
10.30–11.00	Coffee break	
	<i>Theme I:</i>	<i>Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs) by Using Information Technology (IT) Tools to Access the Industrial Property System</i>
11.00–12.30	Topic 1:	Importance of Industrial Property (IP) in a Technology-Driven Society: Contribution of IT to the Enhanced Role of Intellectual Property Offices (IPOs)
	Speakers:	-Dr. Pensri Guntasopatr, Director, Policy and Planning Division, National Electronics and Computer Technology Center, Bangkok -Mr. Takashi Sakurai
12.30–14.00	Lunch break	
14.00–15.30	Topic 2:	Using IT to Modernize the Operations and Outreach Activities of National IPOs: Experience of the Republic of Korea and Japan
	Speakers:	- Mr. Kui - Wou Kwon, Director, International Cooperation Division, Korean Intellectual Property Office (KIPO) -Mr. Yasuhiro Suto, Deputy Director, Information Systems Affairs Division, Trademark, Design and Administrative Affairs Department, JPO
	Discussion	

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Monday, February 25, 2002 (Continued)

- 15.30–16.00 Coffeebreak
- 16.00–17.00 Topic3: IndustrialPropertyInformationforSMEs:Types, Availability,Form,Sources,AccessandCost Demonstration
- Speaker: -Mr.LeeYukeChin,VicePresident
MalaysianInventionandDesignSociety(MIN DS)
- Discussion
- 17.00–17.45 Topic4: UsingElectronicIndustrialPropertyDatabases/Digital LibrariesforEffectiveAdministrationofIndustrial PropertyRights(IPRs):TheImportanceandNeedfor RegionalCooperationandCoordination
- Speaker: -Mr.ShinUeno,Director,
PatentInformationPromotionPolicyOffice,General AffairsDepartment,JPO
- Discussion
- 19.00 WIPOReception

Tuesday, February 26, 2002

- ThemeII: AssistingSMEstoDevelopandIntegratethe Management ofIndustrialPropertyAssetsintotheir BusinessStrategy*
- 9.00–9.45 Topic5: RoleofWIPOinFosteringCompetitivenessofSMEs
- Speaker: -Mr.GuriqbalSinghJaiya,DeputyDirector,Smalland Medium-sizedEnterprisesDivision,WIPO
- Discussion
- 9.45–10.30 Topic6: UsingITtoEnhancetheUseoftheIndustrialProperty SystembySMEs
- Speaker: -Mr.PeterWillimott,AssistantDirector,Marketing,IP Australia
- Discussion
- 10.30–11.00 Coffeebreak

Tuesday, February 26, 2002 (Continued)

11.00–12.00	Topic7:	Role of SME Support Institutions in Promoting Effective Industrial Property Management; Acquiring Protection, Commercializing Inventions, Marketing Brands
	Speaker:	-Mr. S.K. Tuteja, Additional Secretary and Development Commissioner (Small Scale Industries), Ministry of Small Scale Industries, Government of India
		Discussion
12.00–14.00	Lunchbreak	
14.00–15.30	Topic8:	Best Practices in Using IP to Promote SMEs and Start-Ups: Using IP to Access Finance, Technology Information and Foresight Services, Business Management, IP Services to Business Incubators/Technology Parks, Marketing, and Other Issues; National Experience of Australia and the Republic of Korea
	Speakers:	-Mr. Gary Kichenside, Marketing Director, IPA Australia - Mr. Kui - Wou Kwon
		Discussion
15.30–16.00	Coffeebreak	
16.00–17.00	Topic9:	(i) Case Studies I – The Successful Use of Trademarks, Petty Patents/Utility Models and Industrial Designs in Enhancing Competitiveness of SMEs; Sectoral Experience (textiles, agricultural products, consumer goods)
	Speakers:	-Mr. Gary Kichenside -Mr. Peter Willimott
		Discussion

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Wednesday, February 27, 2002

9.00–9.45	Topic9 (continued):	(ii) Case Studies II – Win - Win Situation in Franchising/Licensing of Industrial Property Rights and other Technology Transfer Arrangements; Some Experiences of Venture Businesses
	Speaker:	-Mr. S.K. Tuteja
	Discussion	
9.45–10.30	Topic9 (continued):	(iii) Case Studies III – Successful Use of Industrial Property Information in Solving Production/Product Quality Problems by SMEs
	Speaker:	-Mr. Lee Yuke Chin
	Discussion	
10.30–11.00	Coffee break	
11.00–12.00	Panel discussion:	The Challenge Ahead: Using IT to Network and Develop Partnerships amongst IPOs, SME Support and Financing Institutions in the Government and Private Sectors, and Civil Society Organizations and to Provide User -friendly Services for Enhancing the Competitiveness of SMEs
	All Participants and Speakers:	
12.00–12.15		Closing Ceremony

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