

WIPO/IP/CM/03/INF.1

ORIGINAL:English

DATE:January2003



MINISTRY OF COMMERCE
AND CONSUMER AFFAIRS
GOVERNMENT OF SRI LANKA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

**WIPO ASIAN REGIONAL SYMPOSIUM ON THE PROMOTION
OF INTELLECTUAL PROPERTY AWARENESS THROUGH
PUBLIC OUTREACH**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Commerce and Consumer Affairs
Government of Sri Lanka

and
with the assistance of
the Japan Patent Office (JPO)

Colombo, January 28 to 30, 2003

FINAL PROGRAM

Document prepared by the International Bureau of WIPO

Tuesday, January 28, 2003

9.30–10.00	Registration	
10.00–10.45	Opening Ceremony	
	Addresses by	Mr. Harsha Wickremasinghe, Secretary, Ministry of Commerce and Consumer Affairs, Government of Sri Lanka
		Mr. Takashi Sakurai, Director, International Affairs Division, General Affairs Department, Japan Patent Office (JPO)
		Mr. Ranjana Abeysekera, Senior Counsellor, Cooperation for Development Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO)
10.45–11.15	Tea Break	
		Session I: General Overview
11.15–12.30	<u>Theme 1</u>	Intellectual Property in the Twenty-First Century: An Overview of Recent Developments; Current and Emerging Global Intellectual Property Issues
	Speakers	Mr. Takashi Sakurai, Director, International Affairs Division, General Affairs Department, JPO, Tokyo
		Mr. Ranjana Abeysekera, Senior Counsellor, Cooperation for Development Bureau for Asia and the Pacific, WIPO
	Discussion	
12.30–14.00	Lunch Break	
14.00–15.15	<u>Theme 2</u>	The Economic and Commercial Value of Intellectual Property Rights (IPRs): IPRs as a Means of Protecting Business Interests, Encouraging Innovation and Technology Transfer and Promoting Trade and Investment

Tuesday, January 28, 2003 (cont'd)

	Speakers	Mr. Wong Sheng Kwai, Assistant Director General, Intellectual Property Office of Singapore (IPOS), Singapore
		Mr. Liao Tao, Deputy Director General, Patent Re-examination Board, State Intellectual Property Office (SIPO), Beijing
	Discussion	
15.15–15.45	Tea Break	
15.45–17.00	<u>Theme 3</u>	Effective Strategy for the Promotion of Intellectual Property Awareness; Key Elements and Considerations
	Speakers	Ms. Sylvie Castonguay, Assistant Editor, Office of Global Communications and Public Diplomacy and Industry Adv. Com., Marketing and Distribution Section, WIPO
		Mrs. Lone Hartung Neilsen, Director for Sales and Marketing, Danish Patent and Trademark Office, Copenhagen
	Discussion	
17.30–19.30	WIPO Reception	

Wednesday, January 29, 2003

Session II: Promoting Intellectual Property Awareness

9.30–10.45	<u>Theme 4</u>	Demystification of Intellectual Property: (a) Reaching the Public and Target Audience; (b) Addressing the Needs of Developing Countries in Intellectual Property Education and Public Awareness
	Speakers	Ms. Sylvie Castonguay Mr. Ranjana Abeysekera
	Discussion	
10.45–11.15	Tea Break	

Wednesday, January 29, 2003 (cont'd)

11.15–12.30	<u>Theme5</u>	IdentifyingMainTargetGroups;Shapingthe AppropriateMessageandChoosingtheRight MediumofDeliveryforEachGroup
	Speakers	Mr.PeterWillimott, ActingDirector,Marketing andCommunicationsSection,IPAustralia, Canberra
		Mrs.LoneHartungNielsen
	Discussion	
12.30–14.00	Lunchbreak	
14.00–15.15	<u>Theme6</u>	UseofPublications,MultimediaProductsand theWeb;MaximizingImpactwhileMinimizing Cost
	Speakers	Mr.PeterWillimott
		Ms.SylvieCastonguay
	Discussion	
15.15–15.45	TeaBreak	
	SessionIII:SelectedCountryExperiences	
15.45–17.15	<u>Theme7</u>	PublicOutreachProgram:Designing, LaunchingandImplementing
	Speakers	Mr.PeterWillimott
		Dr.D.M.Karunaratna,Director,National IntellectualPropertyOffice(NIPO),Colombo
		Mrs.LoneHartungNielsen
	Discussion	

Thursday, January 30, 2003

9.30–11.00	<u>Theme 7 (continued)</u>	Public Outreach Program: Designing, Launching and Implementing
	Speakers	Mr. Shingo Tsuji, Director General, Asia - Pacific Industrial Property Center (APIC), Japan Institute of Invention Innovation (JIII), Tokyo Mr. Wong Sheng Kwai Mr. Liao Tao
	Discussion	
11.00–11.30	Tea Break	
11.30–12.30	<u>Panel Discussion</u>	IP and Public Outreach: Meeting the Challenge All participants and Speakers
12.30		Closing Ceremony

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