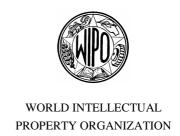


#### WIPO/IP/DAM/05/INF.1

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## WIPO NATIONAL SEMINAR ON INTELLECUAL PROPERTY AND THE PROTECTION OF PHARMACEUTICAL PRODUCTS

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Ministry of Economy and Trade
and the Ministry of Health

Damascus, April 25 and 26, 2005

#### **PROGRAM**

Document prepared by the International Bureau of WIPO

# WIPO/IP/DAM/05/INF.1 page 2

### Monday, April 25, 2005

<u>Monday, April 23, 2003</u>			
9.00 – 9.30	OPENING CEREMONY		
	Welcome addresses by:		
	The Repres	sentative of the Ministry of Economy and Trade	
	The Representative of the Ministry of Health		
		sentative of the Director General of the World Intellectual Organization (WIPO)	
9.30 – 10.00	Coffee Break		
10.00 – 11.30	Intellectual Property and Access to Essential Products, including Pharmaceutical Products		
	Speakers:	Mr. Nuno Pires de Carvalho, Deputy Director and Head, Industrial Property Law Section, Economic Development Sector, WIPO, Geneva	
		Mr. Mahmud Muntasser, Counsellor, Economic Development Bureau for Arab Countries, WIPO, Geneva	
11.30 – 12.15	Patent Protection in the Syrian Arab Republic		
	Speaker:	Mr. Bachir Hazaa, Director, Directorate of Commercial and Industrial Property Protection (DCIP), Ministry of Economy and Trade, Damascus	
12.15 – 12.45	Coffee Break		
12.45 – 13.30	Public Health Policy and Trademarks		
	Speaker:	Mr. Kanaan Al-Ahmar, Attorney at Law, Damascus, Research Fellow, Max-Planck Institute for Intellectual Property, Competition and Tax Law, Munich, Germany	
13.30 – 14.15	Current Issues on Intellectual Property Protection and Access to Medicines		

Speaker: Mr. Nuno Pires de Carvalho

# WIPO/IP/DAM/05/INF.1 page 3

### Tuesday, April 26, 2005

9.00 – 9.45	The Social and Economic Value in Innovative Medicines	
	Speaker: Dr. Patrizia Carlevaro, Head of International Aid Unit, Eli Lilly, Geneva	
9.45 – 10.30	The Experience of the Jordanian Pharmaceutical Industry: Challenges and Opportunities	
	Speaker: Mrs. Hannan Al-Sboul, Secretary General, Jordanian Association of Manufacturers of Pharmaceuticals and Medical Appliances (JAPM), Amman	
10.30 –11.00	Coffee Break	
11.00 – 11.45	Negotiation Skills for Licensing Technology	
	Speaker: Mr. Nuno Pires de Carvalho	
11.45 – 12.30	Partnership Agreements between National and Multinational Pharmaceutical Companies and Institutional Development	
	Speaker: Mrs. Hannan Al-Sboul	
12.30 – 13.15	Intellectual Property Rights: Investment and Transfer of Technology in the Pharmaceutical Sector	
	Speaker: Dr. Patrizia Carlevaro	
13.15 – 14.30	Round Table Discussion on the Pharmaceutical Industry in the Syrian Arab Republic	
14.30	CLOSING CEREMONY	
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