



INTELLECTUAL PROPERTY OFFICE OF MONGOLIA
GOVERNMENT OF MONGOLIA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Intellectual Property Office of Mongolia (IPOM)

Ulaanbaatar, October 28 and 29, 2003

PROGRAM

Document prepared by the International Bureau of WIPO

Tuesday, October 28, 2003

9.00 – 9.30		Registration
9.30 – 10.00		Opening Ceremony
	Opening remarks:	Mr. Namjil Chinbat, Director General, Intellectual Property Office of Mongolia
		Mr. Federico Guicciardini, Deputy Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO
10.00 – 10.30	Coffee Break	
10.30 – 11.30	<u>Topic 1</u>	Intellectual Property Rights: An Overview
	Speaker	Mrs. Urangerel Sumiya, Head of Patent Division, Intellectual Property Office of Mongolia, Ulaanbaatar
	Discussion	
11.30 – 12.15	<u>Topic 2</u>	An Overview of the Objectives, Strategies and Activities of the SMEs Division of WIPO
	Speaker	Mr. Federico Guicciardini, Deputy Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO
	Discussion	
12.15 – 14.00	Lunch Break	
14.00 – 15.00	<u>Topic 3</u>	The Emerging Role of the Intellectual Property Office in Assisting SMEs: Ongoing Activities and Future Plans of the Intellectual Property Office of Mongolia
	Speaker	Dr. Namjil Zandir, Senior Consultant, Intellectual Property Office of Mongolia, Ulaanbaatar
	Discussion	

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Tuesday, October 28, 2003 (cont/...)

15.00 – 16.00	<u>Topic 4</u>	Best Practices in Providing Intellectual Property Services to SMEs
	Speaker	Mr. Federico Guicciardini
	Discussion	
16.00 – 16.15	Coffee Break	
16.15 – 17.30	<u>Topic 5</u>	Importance of an Intellectual Property Strategy for SMEs in Enhancing their Market Competitiveness: Integrating Intellectual Property in the Business Plan
	Speaker	Mr. Philip Mendes, Consultant, Innovation Law, Brisbane, Australia
	Discussion	

Wednesday, October 29, 2003

09.00 – 11.00	<u>Topic 6</u>	Marketing and Branding Strategies of SMEs: Use of Trademarks, Geographical Indications and Industrial Designs in Marketing and Advertising
	Speaker	Mr. Philip Mendes
	Discussion	
11.00 – 11.30	Coffee Break	
11.30 – 12.30	<u>Topic 7</u>	Case Studies: SMEs Benefiting from Use of Intellectual Property Systems
	Speakers	Mr. Philip Mendes Mr. Shinebayar Tsenden-Ish, Head of Administrative Division, Intellectual Property Office of Mongolia, Ulaanbaatar

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Wednesday, October 29, 2003 (cont/...)

12.30 – 14.00	Lunch Break	
14.00 – 15.00	<u>Topic 7 (cont'd)</u>	Case Studies: SMEs Benefiting from Use of Intellectual Property Systems
	Speaker	Mr. Philip Mendes
	Discussion	Mr. Shinebayar Tseden-Ish
15.00 – 15.15	Coffee Break	
15.15 – 16.30	<u>Panel Discussion</u>	Major Policy Issues for Promoting the Use of the Intellectual Property System by SMEs for Business Success
		All participants and speakers
16.30		Closing Ceremony

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