



REGIONAL CENTER FOR THE
PROMOTION OF THE BOOK IN LATIN
AMERICA AND THE CARRIBEAN



GOVERNMENT OF ECUADOR



NATIONAL WORKSHOP

WIPO/CR/QUI/12/1.PROV
ORIGINAL: ENGLISH
DATE: MAY 31, 2012

National Workshop on Intellectual Property and Creative Industries

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
Regional Center for the Promotion of the Book in Latin America and the Caribbean (CERLALC)

and

the Government of Ecuador

Quito, June 11 and 12, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, June 11, 2012

8.30 – 9.30 Registration

9.30 – 10.00 Opening and Welcome Remarks

The Representative of Regional Center for the Promotion of the Book in Latin America and the Caribbean (CERLALC), Bogota

The Representative of the World Intellectual Property Organization (WIPO), Geneva

Mr. Andrés Ycaza Mantilla, President, Ecuadorian Institute of Intellectual Property (IEPI), Quito

10.00 – 11.00 **Topic 1 Basic Notions of Copyright and Related Rights**

Speaker: Mrs. Monica Torres, Director, CERLAC, Bogota

11.00 – 11.30 Coffee Break

11.30 – 12.30 **Topic 2 Copyright as a Source for Economic Growth and Development: An Overview of WIPO Studies on Creative Industries**

Speaker: Mr. Dimiter Gantchev, Deputy Director, Creative Industries Section, WIPO

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Topic 3 Creative Industries: Concept and Development**

Speaker: Professor Andy C. Pratt, Professor of Culture, Media and Economy, King's College, London

15.00 – 15.30 Coffee Break

15.30 – 16.30 **Topic 4 The National Copyright Framework and its Impact on Creative Industries**

Speaker: Ms. Jaqueline Verdesoto, Deputy Director, Creative Industries Section, Ministry of Culture of Ecuador, Quito

Mr. Santiago Cevallos Mena, National Director of Copyright and Related Rights, Ecuadorian Institute of Intellectual Property (IEPI), Quito

Tuesday, June 12, 2012

9.30 – 10.30 **Topic 5 Boosting Competitiveness of Creative Industries through Intellectual Property**

Speaker: Professor Andy C. Pratt

10.30 – 11.00 Coffee Break

11.00 – 12.00 **Topic 6: Business Models for Distribution of Creative Content**

Speaker: Mrs. Teresa Brauer, Professor of Music Business, San Francisco de Quito University, Quito

12.00 – 14.00 Lunch Break

14.00 – 16.00 **Topic 7 Creative Industries in the Market Place**

Boosting Revenue Streams in the Music and Publishing Industry

Speaker: Mrs. Teresa Brauer

16.00 – 16.30 Coffee Break

16.30 – 17.30 **Topic 8 The Way Forward: A Creative Industries Strategy Panel**

Speaker: All speakers and Moderators

Mrs. Monica Torres

Mr. Dimiter Gantchev

17.30 **Closing Remarks**

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