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## **Brands and the Madrid International Trademark System Commemorating the 125th Anniversary of the Madrid System (1891 – 2016)**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the State Administration for Industry and Commerce of the People's Republic of China (SAIC)  
and  
the People's Government of Shandong Province

with assistance from  
the Qingdao City Government of Shandong Province of the People's Republic of China

**Qingdao, Shandong Province, China, November 15 and 16, 2016**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Monday, November 14, 2016

Registration at the Registration Desk of the InterContinental Hotel

- 18:00 – 18:30 Meeting hosted by SAIC and Shandong Government welcoming the WIPO Delegation and overseas guests
- 18:30 – 20:00 Reception hosted by the Qingdao City Government

Tuesday, November 15, 2016

9:00 – 9:05 Message from Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva

9:05 – 9:10 Address by Mr. Miguel Ángel Margáin González, Director General, Mexican Institute of Industrial Property (IMPI), Mexico City, Mexico (Chair of the Assembly of the Madrid Union)

9:10 – 9:20 Welcome Address by His Excellency Mr. Guo Shuqing, Governor, Shandong Province, China

9:20 – 10:00 The Global Development of Brands and the Madrid System for International Trademark Registration

Keynote Speakers:

His Excellency Mr. Zhang Mao, Minister, State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing

Ms. Wang Binying, Deputy Director General, Brands and Designs Sector, WIPO, Geneva

10:00 – 10:30 Tea Break

10:30 – 12:15 Panel I: 125 Years of the Madrid System – A View from Members

*The Madrid System has evolved over the last 125 years to become the international trademark system. Members will share their views on key developments that have helped to create a convenient and cost effective system for trademark owners to protect and maintain their marks worldwide.*

Moderator: Mr. Marcus Höpperger, Director, Madrid Registry, Brands and Designs Sector, WIPO

Panelists: Ms. Ana Cariño Fraise, Technical Advisor, Support Unit, Spanish Patent and Trademark Office (OEPM), Madrid, Spain

Ms. Carolin Hübenett, Head, International Registrations Team, German Patent and Trade Mark Office (DPMA), Munich, Germany

Ms. Larisa Boroday, Deputy Head, Trademark Examination Department, Federal Service for Intellectual Property (ROSPATENT), Moscow, Russian Federation

Mr. Masatoshi Otsuka, Deputy Director, Trademark Division, Japan Patent Office (JPO), Tokyo, Japan

Ms. Leigh Lowry, Attorney-Advisor, Office of Policy and International Affairs, Patent and Trademark Office (USPTO), United States Department of Commerce, Alexandria, United States of America

Ms. Benita Aileen V. Villapando, Intellectual Property Rights Specialist III, Bureau of Trademarks, Intellectual Property Office of the Philippines (IPOPIL), Taguig City, Philippines

Mr. Miguel Ángel Margáin González, IMPI

Mr. Nikoloz Gogilidze, Chairman, National Intellectual Property Center (Sakpatenti), Mtskheta, Georgia

12:15 – 14:00 Lunch Break

14:00 – 15:30 Panel II: The Madrid System and Economic Development

*The Madrid System helps to facilitate effective trade. This Panel will reflect on the system's role in trade facilitation and economic development.*

Moderator: Ms. Tao Junying, Senior Counsellor, Madrid Registry, Brands and Designs Sector, WIPO

(a) Global Perspective

Speaker: Mr. Zhou Hao, Head, Data Development Section, Economics and Statistics Division, WIPO

(b) National/Regional Perspective

Speakers: Mr. Shri Jai Prakash, Senior Examiner of Trademarks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, New Delhi, India

Mr. Huang Longhua, Vice-Mayor, Qingdao Municipal Government

Respondents: Mr. Günther Marten, IP Attaché, European Union Intellectual Property Office (EUIPO), Beijing, China

Mr. Pyun Young-Sug, Division Director, Patent Attorney, Convergence Trademark Examination Division, Korean Intellectual Property Office (KIPO), Daejeon Metropolitan City, Republic of Korea

Mr. Abderrahim Jallaoui, Head, Opposition and New Distinctive Signs Unit, Moroccan Industrial and Commercial Property Office (OMPIC), Casablanca, Morocco

Mr. Önder Erol Ünsal, Trademark Expert, Member of Re-examination and Evaluation Board, Turkish Patent Institute (TPI), Ankara, Turkey

Mr. Christopher Joel Kiige, Director, Industrial Property, African Regional Intellectual Property Organization (ARIPO), Harare, Zimbabwe

Mr. Rory Voller, Deputy Commissioner, Companies and Intellectual Property Commission (CIPC), Pretoria, South Africa

15:30 - 16:00 Tea Break

16:00 - 17:00 Panel III: Expanding into New Markets

*This Panel will provide insights into the experiences of actual and future members of the Madrid System with preparing to join or operating under the System.*

Moderator: Mr. Matthew Forno, Senior Counsellor, Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

Panelists: Mr. José Luis Londoño Fernández, Deputy Superintendent for Industrial Property Affairs, Superintendency of Industry and Commerce (SIC), Ministry of Industry, Commerce and Tourism, Bogotá, Colombia

Mr. Tanapote Ekkayokkaya, Head, Trademarks Division, Department of Intellectual Property (DIP), Ministry of Commerce, Nonthaburi, Thailand

Ms. Jacqueline Taylord Heliang, Head, Legal Department, African Intellectual Property Organization (OAPI), Yaoundé, Cameroun

Mr. Seng Hong, Head, International Mark Registration Division, Department of Intellectual Property, Ministry of Commerce, Phnom Penh, Cambodia

Ms. Celia Poole, General Manager, Trade Marks and Designs Group, IP Australia, Woden ACT, Australia

Mr. Rogelio Canales Chávez, Executive Director, National Center of Registries (CNR), San Salvador, El Salvador

17:00 – 18:00 Supporting Global Branding

*User associations will provide perspectives on the use of the Madrid System to support trademark owners to protect and promote their brands internationally.*

Moderator: Mr. Yang Yixin, Director General, Administration for Industry and Commerce of Shandong Province

Speakers: Mr. Huang Hui, Senior Partner, Wan Hui Da, Beijing, China (International Trademark Association (INTA))

Mr. Wang Peizhang, Secretary General, China Trademark Association (CTA), Beijing, China

Mr. Wang Ruiyong, Vice President, Tsingtao Brewery Company Limited, Qingdao, China

Mr. Jean-Pierre Maeder, Attorney-at-Law, Former Group Head of Trademarks and Special Delegate, Intellectual Property Advocacy, Nestlé, Vevey, Switzerland

18:00 – 18:30 Closing remarks by:

Representative of WIPO

Mr. Cui Shoudong, Deputy Director General, China Trademark Office (CTMO), State Administration for Industry and Commerce of the People's Republic of China (SAIC), Beijing

18:30 – 20:00 Reception hosted by the WIPO

Wednesday, November 16, 2016

09:00 – 11:40 Visit to Haier Group in Qingdao

12:15 – 14:00 Lunch

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