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DIRECCIÓN NACIONAL DE DERECHO DE AUTOR  
Unidad Administrativa Especial  
Ministerio del Interior y de Justicia



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION (WIPO)

## **THIRD WIPO INTERNATIONAL CONFERENCE ON INTELLECTUAL PROPERTY AND THE CREATIVE INDUSTRIES**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with

the Government of Colombia

**Cali, Colombia, February 24 to 26, 2010**

DRAFT PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, February 24, 2010

- 8.30 – 9.30      Registration
- 9.30 – 10.00    Opening Addresses:
- Mrs. Paula Moreno Zapata, Minister of Culture of Colombia, Bogota
- Mr. Juan Carlos Monroy, Director General, Copyright Office of Colombia, Bogota
- Mr. Jorge Iván Ospina, Mayor, Cali
- Mr. José Graça Aranha, Regional Director, WIPO Brazil Office, Rio de Janeiro
- 10.00 – 10.30    Keynote Speaker:
- Ms. Amparo Sinsterra de Caravajal , Director of PROARTES, Cali
- 10.30 – 11.00    Coffee Break
- 11.00 – 12.30    Theme One      National Strategies and Policies on Creative Industries
- Moderator:      Dimiter Gantchev, Acting Director, Creative Industries Division, WIPO
- Speakers:        Mrs. Paula Moreno Zapata, Minister of Culture, Bogota
- Ms. Mari Pangestu, Minister of Industry and Trade, Republic of Indonesia, Jakarta
- Sra. Marta Garcia León, Adviser to the Minister, Ministerio de Cultura, Madrid
- 12.30 – 13.00    Discussion
- 13.00 – 14.30    Lunch
- 14.30 – 16.00    Theme Two      Development through a Balanced Intellectual Property (IP) System
- Moderator:      Mr. Alvaro Garzón Lopéz, Senior Consultant, Creative Industries Department, Ministry of Culture of Colombia, Bogota

	Topic 1:	The Importance of IP for the Creative Industries
	Speaker:	Mr. Manuel Guerra, Director General, Copyright Office of Mexico, City of Mexico
	Topic 2:	The Economic Contribution of the Creative Industries in Colombia
	Speaker:	Mr. Rafael Cubillos López, Independent Consultant, Bogota
	Topic 3:	Intellectual Property as a Development Tool
	Speaker:	Ms. Carol Simpson, Executive Director/Attorney-at-Law, Jamaica Intellectual Property Office (JIPO), Kingston
16.00 – 16.30	Discussion	
16.30 – 17.00	Coffee Break	
17.00 – 18.00	<u>Theme Three</u>	Creators Perspectives on Intellectual Property and Creative Expressions
	Moderator:	Mr. Sandro Romero, Creator, Cali
	Topic 1:	Intellectual Property as an Incentive for Creative Works
	Speaker:	Mr. Diego Ramirez, Creator, Cali
	Topic 2:	The Interface between Intellectual Property and Tradition in the Creative Industries
	Speaker:	Mr. Aresio Valiente López, Abisua (attorney) Inawilipe Diwigdi, Panama City
18.00 – 18.30	Discussion	
18.30 – 21.00	WIPO Reception	

Thursday, February 25, 2010

8.30 – 9.30	<u>Theme Four</u>	The Intellectual Property Global Market Place: Exploiting National Creative Assets
	Moderator:	Mr. David Melo, Independent Consultant, Bogota
	Topic 1:	Intellectual Property Challenges to the Music Industry

	Speaker:	Mr. Luiz Carlos Prestes Filho Vice-President, Associação Brasileira de Gestão Cultural (ABGC), Assessoria para Desenvolvimento da Indústria Cultural Secretaria de Estado de Desenvolvimento Econômico, Energia, Indústria e Serviços Governo do Estado do Rio de Janeiro, Rio de Janeiro
	Topic 2:	Boosting Revenue Streams in the Film Industry
	Speaker:	Mr. Guzmán Fernández, EGEDA, Director of Transactions, Latin America, Montevideo
9.30 – 10.00	Discussion	
10.00 – 10.30	Coffee Break	
10.30 – 12.30	<u>Theme Five</u>	Measuring Performance in Creative Activities
	Moderator:	Mr. José Graça Aranha, WIPO
	Topic 1:	Measuring Economic, Social and Cultural Impact of Intellectual Property in the Creative Industries
	Speaker:	Dimiter Gantchev, WIPO
	Topic 2:	Satellite Accounts for Culture
	Speaker:	Mr. Carlos Eduardo Sepúlveda Rico, Assistant Director, National Statistics Department - DANE, Bogota
	Topic 3:	Measuring Broader Impacts: How to Measure Performance in the Creative Industries
	Speaker:	Ms. Lala Deheinzelin, President, <i>Enthusiasmo Cultural</i> , San Pablo
	Topic 4:	Creating Platforms for Exchanging Creative Products
	Speaker:	Francisco Simplicio – South-South Unit, United Nations Development Program (UNDP), New York
12.30 – 13.00	Discussion	
13.00 – 14.30	Lunch	
14.30 – 16.00	<u>Theme Six</u>	Creative Industries in the Digital Environment
	Moderator:	Representative of WIPO
	Topic 1	The Copyright Legal Framework

Speaker: Mr. David Felipe Alvarez Amezcuita, President, Centro Colombiano de Derecho de Autor – CECOLDA, Bogota

Topic 2 Protecting Online Content: Legal and Technical Challenges

Speaker: Prof. Miquel Peguera Poch, Barcelona

Topic 3 Business Models for Distribution of Creative Content

Speaker: Mikael Jensen, Independent adviser, Former Music Director, TDC Play, Denmark

16.00 – 16.30 Discussion

16.30 – 17.30 Coffee break

Friday, February 26, 2010

09.00 – 11.00 The Way Forward: Assisting Creators to Cope with Emerging Trends in the Creative Industries

Moderator: Mr. Dimiter Gantchev, WIPO

Panelists: Ms. Mari Pangestu, Minister of Industry and Trade, Republic of Indonesia, Jakarta (tbc)

Mr. Francisco Rojo, Project Director, Multilateral Investment Fund (MIF) part of the Inter-American Development Bank (IADB), Bogota

Mr. Jaime Iván Hurtado Bonilla, administrator, La librería de la U, Bogota

Mr. Manuel Guerra, Director of the Copyright Office of Mexico, Ciudad de Mexico

Mr. Guzmán Fernández, EGEDA, Director of Transactions, Latin America, Montevideo

Ms. Lala Deheinzelin, President, Enthusiasmo Cultural, San Pablo

Mr. Miquel Peguera Poch, Barcelona

Ms. Dolores Bentolila, Graduate Institute of International  
and Development Studies, Geneva

Mr. Aresio Valiente López, Abisua (attorney) Inawilipe  
Diwigdi, Panama

11.00 Closing Remarks

Speakers: Representative of WIPO  
Representative of the Government of Colombia

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