



INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE



MINISTRY OF FOREIGN AFFAIRS  
SINGAPORE  
SINGAPORE COOPERATION PROGRAMME



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## REGIONAL WORKSHOP

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**WIPO/IP/EDU/SIN/11/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: 19 OCTOBER 2011**

# **Effective Strategies for Intellectual Property (IP) Public Education and Awareness Campaigns**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Singapore Cooperation Programme of the Singapore Ministry of Foreign Affairs

and with the assistance of  
the Intellectual Property Office of Singapore (IPOS)

**Singapore, October 19 and 20, 2011**

## PROGRAM

*prepared by the Secretariat*

Wednesday, October 19, 2011

8.30 – 9.00 REGISTRATION

9.00 – 9.30 Opening addresses by:

Mr. Candra N. Darusman, Deputy Director, Officer-in-Charge, World Intellectual Property Organization Office in Singapore, (WSO)

Ms. Sharon Chan, Deputy Director, Technical Cooperation Directorate, Ministry of Foreign Affairs (MFA), Government of Singapore

BG (NS) Tan Yih San, Chief Executive / Director General, Intellectual Property Office of Singapore (IPOS)

9.30 – 10.00 Tea Break

10.00 – 11.00 **Theme 1: Towards More Effective Intellectual Property (IP) Awareness Campaigns**

Speaker: Ms. Vera Castanheira, Attaché, State Secretary of Culture, Presidency of the Council of Ministers, Portugal.

Discussion

11.00 – 11.45 **Theme 2: Enhancing IP Awareness – The Experience of Singapore**

Speaker: Mr. Yuen Kum Cheong, Director, Public Outreach Department, IPOS, Singapore

Discussion

11.45 – 13.30 Lunch hosted by the Singapore Ministry of Foreign Affairs

13.30 – 14.30 **Theme 3: How WIPO Can Support the Development of Effective National IP Awareness Campaigns**

Speaker: Mr. Omar Katbi, Head, Outreach Services Section, Communications Division, WIPO, Geneva

Discussion

14.30 – 15.00 Tea Break

15.00 – 16.00 **Theme 4: Reaching the On-line Community: Challenges and Opportunities**

Speaker: Mr. Peter Willimott, Director, Marketing and Customer Engagement, IP Australia (IPAU)

Discussion

16.00 – 17.00      **Theme 5:      Case Study – Insights on What Makes for an Effective IP Awareness Campaign**

Speakers:            Ms. XU Haiyan, Deputy Director, Policy and Research Division, General Office, State Intellectual Property Office (SIPO) of The People’s Republic of China, Beijing

                                 Ms. Jennie Trinidad, Lawyer-Consultant, Intellectual Property Office of the Philippines, Taguig City

                                 Ms. Jessel Original, Engineer, Intellectual Property Office of the Philippines, Taguig City

                                 Discussion

Thursday, October 20, 2011

9.30 – 10.15      **Theme 6:      Tools and Platforms for Effective Delivery of IP Awareness Messages**

Speaker:              Mr. Omar Katbi

                                 Discussion

10.15 – 11.00      **Theme 7:      Identifying Target Groups: Challenges and Opportunities**

Speaker:              Mr. Omar Katbi

                                 Discussion

11.00 – 11.30      Tea Break

11.30 – 12.30      **Theme 8:      Effective Messaging – Does One Size Fit All?**

Speakers:            Ms. Castanheira and Mr. Willimott

                                 Discussion

12.30 – 14.00      Lunch Break

14.00 – 15.30      **Theme 9:      Funding Public Outreach Programs: Exploring Options and Alternatives**

Speakers:            Mr. Rafique Uddin, Deputy Secretary, Ministry of Industries, Dhaka, Bangladesh

                                 Ms. Sri Lastami, Head, Sub Directorate for Intellectual Property Promotion, Directorate

General of Intellectual Property Right,  
Tangerang, Indonesia  
Mr. Mohd. Irwan Mohamad Khalil, Head,  
Public Relations, Intellectual Property  
Corporation of Malaysia, Kuala Lumpur,  
Malaysia

Mrs. W. M. Upuli Kanchana Rathnayake,  
Scientific Officer, Science Popularization  
Division, National Science Foundation,  
Colombo, Sri Lanka

Mrs. Kwanjai Kulkamthorn, Senior Officer,  
Department of Intellectual Property,  
Nonthaburi, Thailand

Moderators: Mr. Candra Darusman and Mr. Omar Katbi

15.30 – 16.00 Tea Break

16.00 – 17.00 **Roundtable Discussion** **The Advantages of an Integrated Approach to the Demystification of Intellectual Property (IP) – Lessons Learned**

Speakers: All speakers and participants

Moderator: Mr. Candra Darusman

17.00 – 17.15 CLOSING CEREMONY

17.30 WIPO Reception

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