

WIPO/IP/MNL/2/09/INF/1 Prov.

ORIGINAL: English

DATE: October 2009



INTELLECTUAL PROPERTY OFFICE
OF THE PHILIPPINES



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO ASIA-PACIFIC CONFERENCE ON NATIONAL INTELLECTUAL PROPERTY (IP) STRATEGIES FOR DEVELOPMENT

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Intellectual Property Office of The Philippines (IP Philippines)

Manila, October 27 and 28, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 27, 2009

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Opening addresses by:

Atty. Adrian S. Cristobal, Jr.
Director General, Intellectual Property Office of the Philippines

Mr. Ranjana Abeysekera, Director, Cooperation for Development,
Bureau for Asia and the Pacific, World Intellectual Property Organization
(WIPO), Geneva

Keynote Address by:

Hon. Peter B. Favila
Secretary, Department of Trade and Industry

9.30 – 10.00 Coffee Break

THEME I: NATIONAL INTELLECTUAL PROPERTY STRATEGY AS A
CRITICAL TOOL FOR FACILITATING THE USE OF IP FOR
NATIONAL DEVELOPMENT

10.00 – 11.00 Topic 1: The Importance of a National IP Strategy: Setting a
Vision, and Objectives in addressing the IP Needs and
Priorities at the National Level

Speakers: Ms. WEN Xikai, Professor of the China
Intellectual Property Training Center, Beijing

Ms. Rowena Paguio, Senior Counsellor,
Cooperation for Development, WIPO, Geneva

11.00 – 12.00 Topic 2: Formulation and Development of a National IP Strategy:
Needs Assessment Versus Needs Identification,
Formulating the Strategy Document, Alignment with
National Resource Base and Comparative Advantages,
Involvement of All Relevant Stakeholders

Speakers: Mr. Shinjiro Ono, YUASA and HARA Patent
Attorney, Tokyo, Japan

Mr. Ron Marchant, IP Expert, Torfaen, United
Kingdom

12.00 – 13.30 Lunch Break

13.30 – 14.30 Topic 3: Implementation of a National IP Strategy: Setting Priorities, Project-Based Approach Monitoring and Evaluation Mechanisms

Speakers: Professor Tom Ogada, Director, Kenya Industrial Research and Development Institute (KIRDI), Nairobi

Ms. Paguio

14.30 – 15.30 Panel Discussion on Theme 1

Moderator: Atty. Adrian S. Cristobal, Jr.
Director General, IP Philippines

15.30 – 16.00 Coffee Break

THEME II: SOME KEY ISSUES FOR CONSIDERATION IN A NATIONAL INTELLECTUAL PROPERTY(IP) STRATEGY

16.00 – 17.00 Topic 4: Using IP to Promote International Trade, Foreign Investment and Transfer of Technology: Challenges and Benefits

Speakers: Ms. WEN Xikai

Mr. Marchant

18.00 – 20.00 WIPO Reception

Wednesday, October 28, 2009

THEME II (cont'd): SOME KEY ISSUES FOR CONSIDERATION IN A NATIONAL IP STRATEGY

9.00 – 10.00 Topic 5: Using IP to Support Priority or Niche Economic Sectors

(i) Trademarks, Geographical Indications and Branding Strategy to Leverage Local Products in the International Market

Speakers: Professor Ogada

Attorney Agatha Olga De Jesus, Corporate Counsel, Jollibee Foods Corporation, Pasig City

10.00 – 11.00 (ii) Industrial Designs for Value Addition

Speakers: Mr. Ono

11.00 – 11.30 Coffee Break

11.30 – 12.30 Topic 6: Empowering Knowledge Players, IP Policy for Research Development Institution and Universities

Speakers: Professor Ogada

Ms. Rowena Paguio

12.30 – 13.30 Lunch Break

13.30 – 14.30 Topic 7: Access to Knowledge and Technologies, IP and Strategies for Green Technologies

Speakers: Mr. Marchant

Mr. Xiaohua Zhang, Programme Officer,
United Nations Framework
Convention on Climate Change (UNFCCC),
Bonn, Germany

14.30 – 15.30 Topic 8: Access to Knowledge and Creativity, IP and Strategies for the Creative Industries

Speakers: Atty. Nicolas B. Pichay, Legal Consultant,
National Library, Manila

Ms. Shirley Leung, Head of Public Services for
the University Library System, Chinese
University of Hong Kong, Hong Kong, SAR

15.30 – 16.00 Coffee Break

16.00 – 17.00 Panel Discussion on Theme II (by all speakers and participants)

Moderator: WIPO official/Guest Speaker

17.00 – 17.30 Closing Ceremony

[End of document]