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| **roving SEMINAR** | |
| WIPO/RS/IP/NZ-AU/15/INF/4/PROV.1 | |
| ORIGINAL: ENGLISH | |
| DATE: FEBRUARY 23, 2015 | |

**WIPO Services and Initiatives**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

IP Australia

**Sydney, Australia, March 11, 2015**

Provisional program

*the Secretariat*

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Wednesday, March 11, 2015

9.30 a.m. – 9.40 a.m. **Opening Session**

Welcome addresses by:

* IP Australia
* Mr. Yoshiyuki Takagi, Assistant Director General, Global Infrastructure Sector (GIS), WIPO

9.40 a.m. – 9.55 a.m. **Topic 1:** **Introduction to WIPO – Major Intellectual Property Economic Studies - trends in export markets, business case studies, WIPO SMEs programs and success stories and challenges**

Speakers: Mr. Victor Vázquez López, Head, Section for Coordination of Developed countries, Department for Transition and Developed Countries (TDC), WIPO

Mr. Ben Mitra-Khan, Chief Economist, IP Australia

9.55 a.m. – 10.25 a.m. **Topic 2:** **The Patent Cooperation Treaty (PCT) – update on ePCT and future developments**

Speaker: Ms. Christine Bonvallet, Senior Legal Officer, PCT Legal Division, Patent and Technology Sector (PTS)

Questions and Answers around practical tips

10.25 a.m. – 10.45 a.m. **Topic 3:** **Global Databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy**

**Access to Global IP knowledge – how WIPO Global Databases help business enhance their innovative competitiveness, and how WIPO GREEN and RE:SEARCH are bringing IP to life**

Speaker: Mr. Yoshiyuki Takagi, WIPO

10.45 a.m. – 10.55 a.m. **Topic 4:** **Alternative Dispute Resolution – practical tips**

Speaker: Mr. Victor Vázquez López, WIPO

10.55 a.m. – 11.10 a.m. Coffee break

11.10 a.m. – 11.40 a.m. **Topic 5:** **Easy Access IP: IP for free**

Speaker: Dr. Kevin Cullen, Chief Executive Officer, New South Innovations

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11.40 a.m. – 12.00 p.m. **Topic 6:** **Madrid and Hague – improvements to systems – Madrid Goods and Services Manager, ROMARIN**

Speaker: Mr. Neil Wilson, Director, Registries Support Division, Brands and Designs Sector (BDS), WIPO

12.00 p.m. – 12.30 p.m. **Open Discussion – Questions and Answers**

Speakers: All speakers

12.30 p.m. – 12.33 p.m. **CLOSING SESSION**

12.33 p.m. – 1.30 p.m. Networking lunch

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