

WIPO-ICC/SMEs/08/INF/1

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INTERNATIONAL CHAMBER OF COMMERCE



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

**WIPO-ICC INTELLECTUAL PROPERTY TRAINING WORKSHOP  
FOR  
CHAMBERS OF COMMERCE  
AND  
OTHER BUSINESS SUPPORT ORGANIZATIONS**

jointly organized by  
the World Intellectual Property Organization (WIPO)  
and  
the International Chamber of Commerce (ICC)

**Geneva, September 15 and 16, 2008**

FINAL PROGRAM

*prepared by the Secretariat*

Day 1, Monday, September 15, 2008

9.00 – 9.30 Welcome addresses by:

Mr. Pere Vicens, Vice-Chair, ICC World Chambers Federation, President, Commission on Intellectual Property, Barcelona Chamber of Commerce, Barcelona, Spain

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, Office of Strategic Use of Intellectual Property for Development, World Intellectual Property Organization, Geneva

9.30 – 10.30 Theme 1: Case Study: IP in Business and the Role of Government Support: Faveo®

Speaker: Dr. Joanne Whitaker, Chief Executive Officer, Faveo® (“Freedom Bra”),

Discussion

10.30 – 10.45 Coffee Break

10.45 – 11.45 Theme 2 (I): Protection Strategies for Different Types of IP Assets  
Presentation on Legal Protection for Different Types of IP Assets: Inventions, Brands, Creations, Designs, Confidential Information, etc: Legal and Other Protection Methods

Speaker: Ms. Tamara Nanayakkara, Senior Counsellor, SMEs Division, WIPO

Other Types of Protection Methods

Speaker: Mr. Jari Kuusisto, Managing Director, European Touch Ltd.,

Discussion

11.45 – 13.00	Theme 2 (II):	Protection Strategies for Different Types of IP Assets: Inventions, Brands, Creations, Designs, Confidential Information, etc:  How to deal with Infringements  Speakers: Mr. Laurent Masson Director for Anti-Piracy and Internet Safety, Law and Corporate Affairs – EMEA, Microsoft  Discussion
13.00 – 14.30	Lunch Break	
14.30 – 15.10	Theme 3:	The Importance of Intellectual Property (IP) for Businesses, Chambers and other Business Support Organizations in a Knowledge-Driven Economy  Speaker: Mr. Guriqbal Singh Jaiya
15.10 – 16.40	Theme 4:	Exploiting IP Assets:  Use of IP to obtaining and raising finance, earn revenues, raising loans or venture finance, licensing, franchising, securitization, valuation, obtaining technical and commercial information  Speaker: Mr. Julian Nolan, IP Bewertungs AG (IPB) <ul style="list-style-type: none"><li>• Use of IP system to obtain technical and commercial information: patent, trademark, design, databases</li></ul> Speaker: Ms. Ingrid Baele, Vice President Business Management Office, Philips Intellectual Property and Standards
16.40 – 17.05	Coffee Break	
17.05 – 18.00		Practical Exercise

Tuesday, September 16, 2008

09.00 – 09.50 Theme 5: Introduction to IP PANORAMA multimedia toolkit as an effective capacity building tool for entrepreneurs, SMEs, etc

Speaker: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO

Discussion

09.50 – 10:10 Coffee Break

10.10 – 12.45 Theme 6: IP Capacity-Building Activities by Business Support Institutions, Including Chambers of Commerce

Results of ICC survey of chambers, including challenges faced by chambers and ICC IP toolkit and project

Speaker: Mrs. Daphne Yong-d'Hervé, International Chamber of Commerce (ICC), Paris

Case study 1

Speaker: Mr. Denis Dechamps  
Delegate for Innovation, Research and Business intelligence at CCIP

Case study 2

Speaker: Mr. Javier Pena Capobianco,  
Uruguay Chamber, Montevideo

Case study 3

Speaker: Mr. Elio De Tullio  
Italo-Argentinean Chamber of Commerce

Case study 4

Speaker: Ms. Bola Olabisi, CEO of Global Women Inventors and Innovators Network (GWIIN)

Case study 5: Pro Inno Study Findings on Effectiveness of Existing Intellectual Property Activities

Speaker: Mr. Alfred Radauer, Austrian Institute for SME Research, Vienna

Case study 6: a Web 2.0 platform to information on IPRs and other legal issues for e-business

[www.lexelerator.eu](http://www.lexelerator.eu)

		Speaker: Ms. Christine Sägesser, Project manager, SwissMedia-Center
	Discussion	
12.45 – 14.15	Lunch Break	
14.15 – 15.45	Theme 7	Resources and Possible Partnerships for Chambers of Commerce when Setting up IP Programs
		Case study of partnership with WIPO
		Speaker: Ms. Mi-Young Han, President of Korea Women Inventors Association
		Speaker: Ms. A.Munkhnast, Senior Officer, Patent and Trademark Bureau, Mongolian National Chamber of Commerce and Industry (MNCCI)
		National IP Offices, including Case Study of Partnership
		Speaker: Mr. Andras Haszonits, Head, Industrial Property Education Section, Industrial Property Information and Education Centre, Hungarian Patent Office, Budapest
		EPO Programs
		Speaker: Mr. Jeremy Philpott Unit Manager, Innovation Support, Dir. 5.4.1.2 European Patent Academy European Patent Office
	Discussion	
15.45 – 16.00	Coffee Break	
16.00 – 16.45		Practical Exercise and Group Discussion
	Group discussion	
16.45 – 17.00	CLOSING CEREMONY	

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