



CONFERENCE

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Innovation, Intellectual Property and Economic Development

organized by
the World Intellectual Property Organization (WIPO)

and
the State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

Chisinau, November 23 and 24, 2015

PROVISIONAL PROGRAM

document prepared by the International Bureau of WIPO

Monday, November 23, 2015

9.00 – 10.00 Registration of participants

10.00 – 10.30 **OPENING SESSION**

Welcome addresses by:

- Mr. Mr. Octavian Apostol, Director General, State Agency on Intellectual Property (AGEPI), Chisinau
- Mr. Vitalie Iurcu, Deputy Minister, Ministry of Economy of the Republic of Moldova, Chisinau
- The representative of the World Intellectual Property Organization (WIPO), Geneva

PLENARY SESSION **INNOVATIONS FOR ECONOMIC DEVELOPMENT AND ENHANCING COMPETITIVENESS. STRATEGIC, POLICY AND REGULATORY FRAMEWORK**

Moderator: The representative from AGEPI

10.30 – 11.00 Topic 1: National Innovation System and Encouraging Innovative Activity in the Republic of Moldova

Speaker: Ms. Svetlana Munteanu, Deputy Director General, AGEPI

11.00 – 11.15 Coffee Break

11.15 – 11.45 Topic 2: The Role of Intellectual Property (IP) in an Innovative Economy: National IP Strategies in the Region

Speaker: Ms. Virág Halgand, Individual Contractor Services (ICS), Department for Transition and Developed Countries (TDC), WIPO

11.45 – 12.15 p.m. Topic 3: Innovation Policies

Speaker: Mr. Alfred Radauer, TITLE, Technopolis Group, Vienna

12.15 p.m. – 12.45 p.m. Topic 4: To be defined

Speaker: The representative of Academy of Science of Moldova

12.45 p.m. – 1.30 p.m. Discussion, Questions and Answers

1.30 p.m. – 2.30 p.m. Lunch Break

SESSION I	EXPLOITATION OF THE IP ASSETS BY SMALL AND MEDIUM-SIZED ENTERPRISES (SMES). SUCCESSFUL CASE STUDIES	
	Moderator:	The representative of Organization for SMEs Sector Development
2.30 p.m. – 3.00 p.m.	Topic 5:	Effective Management of Trade Secrets by the SMEs
	Speaker:	Ms. Najmia Rahimi, Senior Program Officer, SMEs & Entrepreneurship Support Division (SESD), WIPO
3.00 p.m. – 3.30 p.m.	Topic 6:	Use of IP by SMEs in Europe, National Studies on IP and SMEs conducted by WIPO under the WIPO Development Agenda Project
	Speaker:	Mr. Alfred Radauer
3.30 p.m. – 3.45 p.m.	Coffee Break	
3.45 p.m. – 4.15 p.m.	Topic 7:	Spanish Way to Support SME's: Some Successful Case Studies
	Speaker:	Ms. Ana Urrecha, Head, Communication Service, Spanish Patent and Trademark Office, Madrid
4.15 p.m. – 4.45 p.m.	Topic 8:	To be defined
	Speaker:	The representative of the Organization for SMEs Sector Development (ODIMM), Republic of Moldova
4.45 p.m. – 5.00 p.m.	Discussion. Closing of the First Day of the Conference	

Tuesday, November 24, 2015

9.00 – 9.30 Registration of participants

SESSION II IP AND TRANSFER OF KNOWLEDGE AND TECHNOLOGY FROM RESEARCH ORGANIZATIONS TO BUSINESS. BUSINESS PRACTICES AND STRATEGIES

	Moderator:	The representative from AGEPI
9.30 – 10.00	Topic 9:	Case Study – Example of Well-Functioning IP Policy in Countries in Transition
	Speaker:	Mr. Tamas Bene, Legal Advisor, Technology Transfer Office, University of Debrecen, Debrecen, Hungary

10.00 – 10.20	Topic 10:	Transfer of Knowledge and Technology from Universities to Business (to be confirmed)
	Speaker:	The representative of a University from the Republic of Moldova
10.20 – 10.55	Topic 11:	Technology Transfer (TT) of Scientific Research Results Through Innovation and TT Projects
	Speaker:	Mr. Vadim Iatchevici, TITLE, Agency for Innovation and Technology Transfer (AITT), Chisinau
10.55 – 11.15	Questions and Answers	
11.15 – 11.30	Coffee Break	
SESSION III	IP MANAGEMENT AND MARKETING OF INNOVATIVE PRODUCTS AND SERVICES	
	Moderator:	The representative of AITT
11.30 – 12.00 p.m.	Topic 12:	Increasing the Role of IP Management in an Innovation Economy
	Speaker:	Mr. Iurie Badar, Head, Economic and Finance Direction, AGEPI
12.00 p.m. – 12.30 p.m.	Topic 13:	Innovation Activity Stimulating Mechanisms and their Impact in the Republic of Moldova
	Speaker:	Mr. Roman Chirca, Director General, AITT
12.30 p.m. – 12.50 p.m.	Topic 14:	Role of Innovations on Economic Development and their Commercialization
	Speaker:	Ms. Victoria Popovici, TITLE, AITT
12.50 p.m. – 1.20 p.m.	Topic 15:	To be defined
	Speaker:	The representative of business sector
1.20 p.m. – 1.30 p.m.	Discussion	
1.30 p.m. – 2.30 p.m.	Lunch Break	

SESSION IV PUBLIC-PRIVATE PARTNERSHIP AND EXPLOITATION OF THE INNOVATIONS AND IP. BUSINESS DEVELOPMENT STRATEGIES AND PRACTICES IN THE FIELD

	Moderator:	The representative of the Ministry of Economy
2.30 p.m. – 3.00 p.m.	Topic 16:	To be defined (experience of a country in transition)
	Speaker:	To be confirmed
3.00 p.m. – 3.30 p.m.	Topic 17:	To be defined (experience of a country in transition)
	Speaker:	To be confirmed
3.30 p.m. – 3.50 p.m.	Topic 18:	Business Support Infrastructure and Financial Stimulus: Technological Parks, Innovations and Business Incubators, IT and Industrial Parks
	Speaker:	Ms. Veronica Esanu, TITLE, AITT
3.50 p.m. – 4.00 p.m.	Coffee Break	
4.00 p.m. – 4.20 p.m.	Topic 19:	Financing Mechanisms: Venture Capital Funds to be defined
	Speaker:	Ms. Mihaela Duca, TITLE, AITT
4.20 p.m. – 4.45 p.m.	Topic 20:	To be defined (sharing experience of a functional public-private partnership)
	Speaker:	The representative from business sector
4.45 p.m. – 5.00 p.m.	Discussion and Conclusions	
5.00 p.m. – 5.30 p.m.	CLOSING SESSION	

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