WIPO/IP/HCM/03/INF.1 ORIGINAL: English DATE: September 2003



WORLD INTELLECTUAL PROPERTY ORGANIZATION

## WIPO ASEAN SUB-REGIONAL SEMINAR ON THE ROLE OF INTELLECTUAL PROPERTY IN THE DEVELOPMENT OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

organized by the World Intellectual Property Organization (WIPO)

in cooperation with the National Office of Intellectual Property of Viet Nam (NOIP)

Ho Chi Minh City, November 4 to 6, 2003

PROVISIONAL PROGRAM

Document prepared by the International Bureau of WIPO



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## Tuesday, November 4, 2003

8.00 - 8.30	Registration	
8.30 - 9.00	Opening	Addresses by:
		Representative of the Government of Viet Nam
		Representative of the World Intellectual Property Organization (WIPO)
		Keynote speaker
9.00 - 10.15	Session I	Role of Intellectual Property Rights (IPRs) in National Policy for Encouraging Entrepreneurship and Enhancing the Competitiveness of SMEs
	Speaker:	- Dr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
10.15 - 10.45		Coffee/tea break
10.45 - 12.00	Session II	Leveraging Business/Trade Secrets for Competitive Advantage; Examples and Case Studies
	Speaker:	- Professor Prabuddha Ganguli, Advisor, VISION-IPR, Mumbai, India
12.00 - 14.00		Lunch break
14.00 - 15.15	Session III	Trademarks and Branding Strategies of SMEs; Importance of Licensing and Franchising; Examples and Case Studies
	Speaker:	- Ms. Vivien Irish, Director of IP, NXT plc, United Kingdom
15.15 - 15.45	Coffee/tea break	
15.45 - 17.00	Session IV	The Power of Designs in Successful Marketing by SMEs; Examples and Case Studies
	Speaker:	- Professor Prabuddha Ganguli

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Wednesday, November 5, 2003			
9.00 - 10.15	Session V	Innovation and Patenting Strategies of SMEs; Importance of Licensing; Examples and Case Studies	
	Speaker:	- Ms. Vivien Irish	
10.15 - 10.45	Coffee/tea break		
10.45 - 12.00	Session VI	Relevance of Copyright and Related Rights for SMEs	
	Speaker:	- Professor Prabuddha Ganguli	
12.00 - 14.00	Lunch break		
14.00 - 15.15	Session VII	Integrating Intellectual Property (IP) into the Business Plans of SMEs; IP Issues in Exports	
	Speaker:	- Mr. Guriqbal Singh Jaiya	
15.15 - 15.45	Coffee/tea break		
15.45 - 17.00	Session VIII	Implementing IP Awareness and Outreach Programs for SMEs; Best Practices	
		- Ms. Rowena S. Paguio, Senior Program Officer, Cooperation for Development Bureau for Asia and the Pacific, WIPO	
Thursday, November 6, 2003			
9.00 - 10.30	Session IX	Successful Use of the IP System by SMEs; Examples and Case Studies	
	Speakers	- Local speaker - Ms. Vivien Irish	
10.30 - 11.00	Coffee/tea break		
11.00 - 12.00	Panel discussion	Role of International, Regional and National Institutions in Meeting the IP Needs of ASEAN SMEs	
	Panelists	- Speakers, WIPO and ASEAN Secretariat officials	
12.00 - 12.15	Closing		