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WIPO/IP/MIL/01/INF. 1 Rev.

ORIGINAL: English

DATE: February 2001



MINISTRY OF INDUSTRY AND FOREIGN TRADE
ITALIAN GOVERNMENT



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO MILAN FORUM ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES

organized by
the World Intellectual Property Organization (WIPO)

and
the Ministry of Industry and Foreign Trade
Italian Government

Milan, Italy, February 9 and 10, 2001

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, February 9, 2001

9.30 - 10.00	Registration	
10.00 - 11.00	Opening Ceremony	
	Welcome address	Mr. Gabriele Albertini, Mayor of the City of Milan, Italy
	Addresses by:	The Honorable Giuliano Amato, Prime Minister of Italy Dr. Kamil Idris, Director General, World Intellectual Property Organization (WIPO)
11.00 - 11.30	Coffee break	
11.30 - 13.00	Keynote address	The Knowledge-Based Economy and its Challenges for Small and Medium-Sized Enterprises The Honorable Enrico Letta, Minister for Industry and Foreign Trade, Rome
	Respondent	Dr. Herwig Schlögl, Deputy Secretary General, Organisation for Economic Co-operation and Development (OECD), Paris
13.00 - 14.30		Lunch offered by WIPO at the Hotel Marriott
14.30 - 15.30	Theme 1	Fostering the Innovation Potential of SMEs in the Globalization Era: The Role of Patents
	Speaker	Mr. David A. Okongwu, Director General, Nigerian National Office for Technology Acquisition and Promotion (NOTAP), Abuja
	Respondents	Mr. Richard Wilder, Attorney-at-Law, United States of America Mr. Francesco Bellotti, Chairman, SME Working Group, Union of Industrial and Employers' Confederation of Europe (UNICE), Brussels
15.30 - 16.00	Discussion	
16.00 - 16.30	Coffee break	

16.30 - 17.30	Theme 2	Promoting the Marketing Potential of SMEs: the Role of the Trademark and Industrial Design Systems
	Speaker	Mr. Luis Alonso García Muñoz-Nájjar, Director, Division for Inventions and Distinctive Signs, National Institute for the Defense of Competition and Intellectual Property Protection (INDECOPI), Lima
	Respondent	Mr. Alessandro Barberis, President, Piaggio, Pisa, Italy
17.30 - 18.00		Discussion
20.00		Reception offered by the Municipality of Milan at "Palazzo Clerici"

Saturday, February 10, 2001

9.30 - 10.15	Theme 3	SMEs and the Copyright Sector - Success Stories
	Speaker	Dr. Hisham El Sherif, Chairman, Regional Information Technology and Software Engineering Center (RITSEC), Cairo
	Respondent	Dr. Mihály Ficsor, Director, Center for Information Technology and Intellectual Property, Budapest
10.15 - 10.45		Discussion
10.45 - 11.15		Coffee break
11.15 - 12.00	Theme 4	New Enterprises in the Digital Era
	Speaker	Mr. S.K. Tuteja, Additional Secretary and Development Commissioner, Small Scale Industries, Ministry of Small Scale Industries and Agro and Rural Industries, Government of India, New Delhi
	Respondent	Mr. Luigi Orsi Carbone, President, E-Planet, Milan, Italy
12.00 - 12.45		Discussion
12.45 - 14.00	Lunch break	Reception offered by the Italian Institute of Industrial Promotion (IPI)

14.00 - 15.30	Panel Discussion	Utilization of the Intellectual Property System for Enhanced Competitiveness in the Knowledge-Based Economy - Opportunities for SMEs
	Introductory Remarks:	Representatives from Academia
	Moderator	Mr. Marino Porzio, Attorney-at-Law, Santiago, and Chair of the WIPO Assembly
	Panelists	Representative of WIPO Representative of the Italian Government Representative of the European Commission (EC) Representative of the World Association of Small and Medium-Sized Enterprises (WASME) Representative of the European Center for Design, Milan, Italy
15.30 - 16.00		Adoption of the Milan Plan of Action and Closing Ceremony

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