



RUSSIAN AGENCY FOR PATENTS
AND TRADEMARKS (ROSPATENT)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO INTERREGIONAL FORUM
ON SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)
AND INTELLECTUAL PROPERTY**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Russian Agency for Patents and Trademarks (ROSPATENT)

Moscow, May 22 to 24, 2002

PROVISIONAL PROGRAM

Document prepared by the International Bureau of WIPO

Wednesday, May 22, 2002

- 10.00–10.45 Opening
- Speakers: arepresentativeoftheGovernmentoftheRussian Federation;
arepresentativeoftheRussianAgencyforPatentsand Trademarks(ROSPATENT);and
arepresentativeoftheWorldIntellectualProperty Organization(WIPO)
- I. INTERNATIONALANDNATIONALPERSPECTIVESON IMPROVINGACCESSTOANDUSEOFTHEINTELLECTUAL PROPERTYSYSTEMBYSMEs
- 10.45–11.30 TheImportanceofIntellectualProperty(IP)forSMEs
- Speaker: Mr.PhilippePetit,DeputyDirectorGeneral,WIPO
- 11.30–11.45 Coffeebreak
- 11.45–12.30 WIPO’sRole,StrategyandProgramforAssistingSMEsWorldwide
- Speaker: Mr.WolfgangStarein,Director,SMEsDivision,WIPO
- 12.30–13.00 Discussion
- 13.00–15.00 Lunchbreak
- 15.00–15.45 PotentialofSpecializedCivilSocietyOrganizationsforEnhancingtheUse oftheIPSystembySMEsWorldwide:Perspective,Strategyand ContributionoftheWorldAssociationofSMEs(WASME)
- Speaker: Mr.ArunAgrawal,SecretaryGeneral,WASME,NewDelhi, India
- 15.45–16.00 Discussion
- 16.00–16.15 Coffeebreak

Wednesday, May 22, 2002 (continued)

16.15–17.00 Governmental Program of the Russian Federation for assisting SMEs:
Relevance of the IP System in the Policy Framework and Institutional
Arrangements

Speakers: Ms. Nadezhda Kallina, Director, Department of State
Entrepreneurship Support, Ministry of the Russian Federation
for Antimonopoly Policy and Entrepreneurship Support

Mr. Yuriy Pimoshenko, President, Union of Innovative
Enterprises

17.00–17.30 Discussion

18.00 Reception hosted by WIPO

Thursday, May 23, 2002

9.00–9.45 Role of Government in Enhancing the Growth and Development of SMEs
Through a Better Use of the IP System: Overview of the Policy
Framework, Institutional Arrangements, Program and Activities in Brazil

Speaker: Mr. Carlos Roberto Liboni, First Vice President, Federation of
Industries of the State of São Paulo, Brazil

9.45–10.15 Discussion

10.15–11.00 Facilitating Access to and Use of the IP System by SMEs in the European
Union: Role of the European Commission in the Framework of its Program
to Promote Innovation in SMEs

Speaker: Ms. Magali Pointot, European Commission

11.00–11.30 Discussion

11.30–11.45 Coffee break

11.45–12.30 The Role of an IPOffice in Improving Access to and Use of the IP System
by SMEs: The Experience of the Russian Federation

Speaker: Mr. Alexander Korchagin, Director General, ROSPATENT

12.30–13.00 Discussion

13.00–14.30 Lunch break

Thursday, May 23, 2002 (continued)

- 14.30–15.15 The Experience of the Korean Intellectual Property Office (KIPO) Patent Office of the Republic of Korea in Assisting SMEs
Speaker: Mr. Eun -Woo Lee, Deputy Director General, Examination Bureau 2, Director of the Patent Coordination Division, KIPO, Daejeon, Republic of Korea
- 15.15–15.30 Discussion
- II. EMPOWERMENT THROUGH IP AT BUSINESS LEVEL
- 15.30–16.15 Developing Brand Equity for the Products and/or Services of SMEs: Use of Trademarks, Trade Names, Geographical Indications and Industrial Designs for Advertising and Marketing in Domestic and Foreign Markets
Speaker: Mr. Chris Job, Trademark and Patent Attorney, Chairman of Adams & Adams, Pretoria, South Africa
- 16.15–16.45 Discussion
- 16.45–17.00 Coffeebreak
- 17.00–17.45 Role of Licensing/Franchising of Intellectual Property Rights and Other Technology Transfer Agreements in Business Partnerships and Strategic Alliances for Enhancing the Competitiveness of Products and Services of SMEs
Speaker: Mr. Richard Gallafent, Gallafent & Co, London, United Kingdom
- 17.45–18.00 Discussion

Friday, May 24, 2002

- 9.30–10.15 Fair Play for SMEs in the Marketplace: Using Laws Against Unfair Competition and for Protection of Trade Secrets
Speaker: Mr. Richard Gallafent
- 10.15–10.30 Discussion
- 10.30–11.15 SMEs as Copyright Owners and/or Copyright Users
Speaker: Prof. Ahmed Ghoneim, Cairo University, Egypt
- 11.15–11.30 Discussion
- 11.30–11.45 Coffeebreak

Friday, May 24, 2002 (continue d)

III. EXPERIENCE AND BEST PRACTICES OF SMES SUPPORT INSTITUTIONS IN FACILITATING THE USE OF THE IPS SYSTEM BY START -UPS AND SMES

- 11.45–12.30 IP Services of Innovation Centers, Technology Licensing/Management Offices of Universities, Incubators, and Science/Technology Parks to Researchers, Inventors, Entrepreneurs, Start -ups and SMES: Experience of Finland
- Speaker: Mr. Kari Sipila, Director, Foundation for Finnish Inventions, Espoo, Finland
- 12.30–12.45 Discussion
- 12.45–14.15 Lunchbreak
- 14.15–15.00 Demand, Supply and Use of IP Information Services by SMEs in the Russian Federation
- Speaker: Mr. Alexei Gvinepadze, Deputy Director of the Federal Institute of Industrial Property, ROSPATENT, Moscow
- 15.00–15.15 Discussion
- 15.15–16.00 Overview of Emerging Best Practices of IP Offices and SMES Support Institutions in Catering to the IP needs of SMEs
- Speaker: Mr. Wolfgang Starein
- 16.00–16.15 Discussion
- 16.15–16.30 Coffeebreak
- 16.30–17.15 Experience regarding the Norwegian SMEs and the Intellectual Property Rights System: Lessons and Policy Recommendations
- Speaker: Mr. Eric Iversen, Researcher, STEP Group, Oslo, Norway
- 17.15–18.00 Key Elements of a National Plan of Action for Facilitating the Access to and Use of the IPS system by SMEs: Round Table Discussion
Closing and evaluation
- 18.30 Reception hosted by ROSPATENT

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