



DIRECTORATE GENERAL FOR
COMBATING COUNTERFEITING -
ITALIAN PATENT AND TRADEMARK OFFICE (UIBM)



ANNUAL FORUM

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Eighth Annual WIPO Forum on Intellectual Property and Small and Medium-Sized Enterprises for Intellectual Property Offices and other Relevant Institutions in the Organization for Economic Cooperation and Development (OECD) Countries

organized by

the World Intellectual Property Organization (WIPO) and
the Directorate General for Combating Counterfeiting - Italian Patent and
Trademark Office (UIBM)

October 4 and 5, 2010, Unioncamere, Rome

PROVISIONAL PROGRAM

the International Bureau of WIPO

Monday, October 4, 2010

9.00 – 9.30	Registration
9.30 – 9.45	<p>Opening Ceremony</p> <p>Welcome addresses by:</p> <p>The Representative of the World Intellectual Property Organization (WIPO), Geneva</p> <p>The Representative of the Italian Ministry of Economic Development, Rome</p> <p>The Representative of the Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome</p> <p>Mrs. Loredana Gulino, Director General, Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome</p>
9.45 – 10.00	<p>Keynote Speech</p> <p>Speaker: Mr. Johannes Christian Wichard, Deputy Director General, Global Issues Sector, WIPO, Geneva</p>
10.00 – 11.15	<p>Theme 1</p> <p>Support of International Institutions on IP for SMEs</p> <p>Topic 1.1 WIPO Support to Intellectual Property (IP) Offices and IP-Related Institutions on Policies on IP for SMEs: Countries Specific Needs and Proposals (Need Assessment Questionnaire)</p> <p>Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division</p> <p>Topic 1.2 The EPO Co-Operation Programme to Reorient Patent Information Centres</p> <p>Speaker: Mrs. Heidrun Krestel, Country Coordinator European Affairs, Member States, European Patent Office, Vienna</p> <p>Topic 1.3 Best Practices in IP Capacity Building for SMEs: a Results Based Approach</p> <p>Speaker: Mr. Giulio Zanetti, Director, Strategic Network Department, International Development Organization (IDLO), Rome (to be confirmed)</p> <p>(a) FAO-Sinergy Guide and its use for creating awareness and building capacity on GIs of agribusiness SMEs</p> <p>Topic 1.4 : Linking People, Places and Products ; A guide for promoting quality linked to geographical origin and sustainable Geographical Indications</p> <p>Speakers: Mr. Giovanni Belletti, Professor, University of Florence, Italy</p> <p>Mrs. Emilie Vandecandelaere, Coordinator, Food and Agricultural Organization (FAO), Rome</p>

		Topic 1.5: to be defined
		Speaker: Ms. Beate Schmidt, Director, Cancellation and Litigation Department, Office for the Harmonization of the Internal Market (OHIM), Alicante (to be confirmed)
11.15 – 11.30	Coffee Break	
11.30 – 12.30	Theme 2	Intellectual Property Based Financing
		Topic 2.1: The financing of Technology Transfer from the EIF's perspective
		Speaker: Mr. Jacques Darcy, Head, Technology Transfer Division, European Investment Fund, Brussels
		Topic 2.2: To be defined
		Mr. Giancarlo Migliori, Director, MrGoodIdea, Rome
12.30 – 14.00	Lunch Break	
14.00 – 18.30	Theme 3	Marketing Activities and Services of IP Offices and Innovation-Related Institutions on Effective IP Asset Management for the Improved Competitiveness of Business and Industry
		Topic 3.1: The Enterprise Europe Network and the IPeuropAware project: IP support services to SMEs
		Speaker: Mrs. Raquel Fernandez Horcajada, IPeuropAware Project Officer, Executive Agency for Competitiveness and Innovation (EACI), Brussels
		Topic 3.2: IP Awareness and Enforcement for SMEs - Capitalization Of European Best Practice in The Framework Of "Ipeuropaware" From The Perspective of the German Patent and Trade Mark Office
		Speaker: Mr. Roger Hildebrandt, German Patent and Trademark Office, Berlin
		Topic 3.3: IP support services and tools developed in the framework of the European IPR project IPeuropAware for the benefit of SMEs.
		Speaker: Mrs. Christina Nordstrom, Knowledge Management Specialist, Swedish Patent and Registration Office, Stockholm

Topic 3.4: «Envisioned. Created. Protected» - The SME-IP Project of the Swiss Federal Institute of Intellectual Property

Speaker: Mrs. Claudia Mund, Legal Advisor, Legal Services, Patent & Design Law, Legal and International Affairs, Swiss Federal Institute of Intellectual Property (IPI), Bern, Switzerland

Topic 3.5: A New IP Diagnosis Based on the AIDA marketing Approach aimed at Evaluation and Qualification of SMEs IP Practices and Use

Speaker : Mr. Serge Quazzotti, Director, Centre de Veille Technologique, Luxembourg

Topic 3.6: Plan of Promotion of Industrial Property of Spain 2010-2012

Speaker: Mrs. Patricia García Escudero Márquez, Director, Dissemination, Communication and Company Relations Division, Spanish Patent and Trademark Office, Madrid

Topic 3.7: to be defined

Speaker: Mr. Kim Buchardt Christiansen, Head, Sales and Marketing Division, Danish Patent and Trademark Office, Denmark (slot to be confirmed by the speaker)

Topic 3.8: to be defined

Speaker: Mr. Claudio Gagliardi, Secretary General, Unioncamere, Rome (to be confirmed)

18.30 – 20.00 Networking Cocktail

Tuesday, October 5, 2010

9.00 – 10.40 Theme 4

Business Support Services on Intellectual Property (IP) for Entrepreneurs, Start Ups, Spin Off and SMEs

Topic 4.1 Strategic Focus on eServices – Developing an IPsearch Tool.

Speaker: Mr. Otto Scharff, Market and Information Department, Norwegian Industrial Property Office, Oslo

Topic 4.2: New and Improved Activities of Supporting SMEs – Efficient Technology Transfer (title to be confirmed)

Speaker: Ms. Magdalena Maciejaska-Szlaps, Senior Expert, Promotion and Innovation Support Unit, Patent Office of the Republic of Poland, Warsaw

Mrs. Joanna Nyga, Chief Expert, Patent Office of the Republic of Poland, Warsaw

Topic 4.3: To be defined

Speaker Mr. Mika WARIS, Director, Marketing and Services National Board of Patents and Registration in Finland, Helsinki

Topic 4.4 to be defined

Speaker: Mrs Giovanna Di Capua, Division III - Communication, Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM)

Topic 4.5 to be defined

Speaker: Mrs Isabella Flajban ,Division VI, Assistance and Support for Enterprises against Counterfeiting Directorate General for combating Counterfeiting – Italian Patent and Trademark Office (UIBM)

10.40 – 11.00 Coffee Break

11.00 – 13.00

(b) New and Improved Programs on IP Awareness Capacity-Building and Education for Entrepreneurs and Students of Management, Business Administration, Engineering, Technology Management and New Product Development.

Topic 4.6: The Growing Monetization on IPR Market: Impacts on the Profession and Training of IP Specialists

Speaker: Mr. Antoine Dintrich, Director General, European Institute for Enterprises and Intellectual Property (IEEPI), Strasbourg, France

Topic 4.7: Promoting Industrial Design to SMEs Worldwide. The experience of WIPO.

Speakers: WIPO Representative and an International speaker (to be defined)

13.00 – 14.00 Lunch Break

14.00 - 16.00 Theme 4

Business Support Services (Cont'd)

Topic 4.8: "Part of a Bigger Innovation Picture" Integration of IPR Enforcement and Innovation Support

Speaker: Mrs. Maria Weir, Operation Manager, Intellectual Assets Centre, Glasgow

Topic 4.9: to be defined

Speaker: The Representative of Austria Wirtschaftsservice GmbH, Vienna (to be confirmed)

Topic 4.10: to be defined

Speaker: Ms. Marcella Panucci, Director, Legal Affairs Department, Confindustria, Rome (to be confirmed)

Topic 4.11: to be defined

Speaker: Mr. Carlo Alberto Demichelis, Vice-President, Indicam, Milan, Italy (to be confirmed)

Topic 4.13: The Importance of Trademarks in the Internationalization Process of Companies (title to be confirmed)

Speaker: Mrs. Susana Fernandez Martin, IP Director, INDITEX, Arteixo, Spain

16.00 – 17.30 Theme 4

Business Support Services (Cont'd)

Topic 4.14: to be defined

Speaker: Prof. Paolo Preti, SDA Bocconi School of Management, Milan, Italy (to be confirmed)

Topic 4.15: Being Investor ready: the Importance of Intellectual Capital for a Knowledge Intensive Start Up

Speaker: Mr. Luigi Amati, Meta Group, Terni, Italy

Topic 4.16: Innovation Support Activities from the European Patent Academy

Speaker: Mr. Jeremy Philpott, Unit Manager, Innovation Support, European Patent Academy, European Patent Office, Munich

Topic 4.17: to be defined

Speaker: Ms. Beate Schmidt, Director, Cancellation and Litigation Department, Office for the Harmonization of the Internal Market (OHIM), Alicante (to be confirmed)

17.30 – 18.00 Round Table and Closing Ceremony

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