



MINISTRY FOR ECONOMIC SERVICES OF MALTA



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Industrial Property Office and the Small Business and Crafts Directorate
Commerce Division
Ministry for Economic Services of Malta

Valletta, May 28, 2002

PROVISIONAL PROGRAM

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Tuesday, May 28, 2002

- 8.45 – 9.15 Registration
- 9.00 – 9.30 **Opening** by
Ms. Sonya Schilling, Senior Program Officer, WIPO
Mr. Carmel V. Galea, Director General, Commerce Division, Comptroller,
Industrial Property, Valletta
- Introductory Address**
Prof. Josef Bonnici, Minister for Economic Services
- 9.30– 10.15 Managing Intellectual Property Assets for Enhancing the Competitiveness
of Small and Medium-Sized Enterprises (SMEs); WIPO Program for
Assisting SMEs
- Speaker: Mr. Guriqbal Singh Jaiya, Deputy Director, Small and Medium
Sized Enterprises Division, WIPO
- 10.15 – 10.45 The Emerging Role of the Industrial Property Office in Assisting SMEs;
Ongoing Activities and Future Plans of the Industrial Property Office of
Malta
- Speakers: Mr. Godwin Warr, Director, Policy and Regulatory Services,
Commerce Division, Ministry for Economic Services, Valletta,
and
Ms. Michelle Bonello, Assistant Director, Industrial Property
Registration, Commerce Division, Ministry for Economic
Services, Valletta
- 10.45 – 11.15 Coffee break
- 11.15 – 12.00 The Role of Trademarks and Industrial Designs in Marketing of Products
and Services in National and International Markets
- Speaker: Mr. Ted Blake, Intellectual Property Consultant, London
- 12.00 – 12.30 Discussion
- 12.30 – 14.15 Buffet lunch

14.15 – 15.15 National Best Practices on Intellectual Property Rights (IPRs) for Assisting SMEs: Practical Options for Malta

Speakers: Mr. G.S. Jaiya, Deputy Director, Small and Medium-Sized Enterprises Division, WIPO
Mr. Noel Bartolo, Director, Small Business and Crafts Directorate, Commerce Division, Ministry for Economic Services,
Mr. Edwin Calleja a representative of the Federation of Industries, and
Mr. Ray Cassar, Manager-Business Development, Institute for the Promotion of Small Enterprises Limited IPSE
Mr. Joseph Zrinzo, General Retailers and Traders Union (GRTU)

15.15 – 15.45 Coffee break

15.45 – 16.30 Benefits of Using Patent Information for Solving Production and Marketing Problems by SMEs

Speaker: Mr. Ted Blake

16.30 – 16.45 Discussion

16.45 Closing by
The Hon. Edwin Vassallo, Member of Parliament, Parliamentary Secretary, Ministry for Economic Services, Valletta
Mr. G. S. Jaiya

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