



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO-MINISTRY OF ECONOMY AND TRADE WORKSHOP ON THE IPRS SYSTEM AND THE COMPETITIVENESS OF SMES

jointly organized by
the World Intellectual Property Organization (WIPO)

Syrian Ministry of Economy and Trade

and

Chamber of Commerce and Industry

Damascus, November 17 and 18, 2008

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

First Day

9.00 – 9.30 Registration

9.30 – 10.00 OPENING CEREMONY

Welcome addresses by:

Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises, World Intellectual Property Organization (WIPO), Geneva

The Representative of the Minister of Economy and Trade, Damascus

The Chamber of Commerce and Industry, Damascus

10.00 – 11.30 Theme 1 The Importance of Intellectual Property (IP) for Enhancing the Competitiveness of Small and Medium-Sized Enterprises (SMEs)

Speakers: Mr. Marco Marzano de Marinis, Program Officer, WIPO, Geneva

Speaker nominated by the Minister of Economy and Trade, Damascus

Case study: Mrs. Susana Fernandez, Director, IP Department, Inditex

Moderator Mr. Guriqbal Singh Jaiya

11.30 – 12.00 Coffee Break

12.00 – 13.30 Theme 2 From Invention to Patent, Protecting New and Innovative Business Ideas: the Importance of Proper Management of Trade Secrets and Patent;

Speakers: Mr. Guriqbal Singh Jaiya

Speaker nominated by the Minister of Economy and Trade, Damascus

Local Case Studies

Moderator Marco Marzano de Marinis

13. 30 _ 14. 00 Coffee Break

14.00 _ 15.30 Theme 3 Signs and emotions, An introduction to trademark

Speakers: Mr. Marco Marzano de Marinis

Ms. Susana Fernandez

Local Case Studies

Moderator

Second day

9.00 _ 11.00 Theme 4 The Importance of distinctive signs, an introduction to Industrial Design, Collective Marks, Certification Marks and Geographical Indications for SMEs

Speaker: Mr. Guriqbal Singh Jaiya

Speaker nominated by the Minister of Economy and Trade, Damascus

Local case study

Moderator

11.00 _ 11.30 Coffee break

11.30 – 12.00 Theme 5 Strategical Use of international IP Registration System: PCT, and Madrid system

Speaker: Mr. Marco Marzano de Marinis

Moderator

12.00 _ 13.30 Theme 6 The Business use of Creative Expressions by SMEs, an Introduction to the business use copyright and related rights

Speaker: Mr. Guirqbal Singh Jaiya

Local Speaker

Local Case Study

Moderator

13.30_ 14.30 Roundtable Discussions and Closing Ceremony

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