



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



KOREAN INTELLECTUAL  
PROPERTY OFFICE



LEAGUE OF ARAB STATES



KOREA INVENTION  
PROMOTION ASSOCIATION

**WIPO/KIPO/LAS ARAB REGIONAL SYMPOSIUM ON THE  
STRATEGIC USE OF INTELLECTUAL PROPERTY (IP) IN BUSINESS:  
LAUNCHING CEREMONY OF THE ARABIC VERSION OF THE  
IP PANORAMA™ MULTIMEDIA TOOLKIT**

jointly organized by  
the World Intellectual Property Organization (WIPO),

the Korean Intellectual Property Office (KIPO)  
and  
the League of Arab States (LAS)

in cooperation with  
the Korea Invention Promotion Association (KIPA)

**Cairo, March 17 and 18, 2010**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Tuesday, March 17, 2010

- 8.30 – 9.30            Opening Ceremony
- 9.30 – 10.15        Welcome addresses by:
- Mr. Jung-Sik Koh, Commissioner of the Korean Intellectual Property Office (KIPO), Republic of Korea
- Mr. Geoffrey Onyeama, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva
- Mr. Mohamed Khamlichi, Ambassador, Assistant Secretary General, League of Arab States (LAS), Cairo
- H.E. Mr. Jong-Kon Yoon, Ambassador Extraordinary and Plenipotentiary of the Republic of Korea to the Arab Republic of Egypt, Cairo
- 10.15 – 10.35        Signing Ceremony for Cairo Declaration for the Strategic use of Intellectual Property (IP) in Business
- 10.35 – 10.45        Congratulatory Message
- Mrs. Alicja Adamczak, President, The Patent Office of The Republic of Poland (PPO), Republic of Poland
- Mrs. Pajchima Tanasanti, Director General, The Department of Intellectual Property (DIP), Kingdom of Thailand
- 10.45 – 11.00        Coffee Break
- 11.00 – 11.30        Topic One: Showcasing of the Arabic Version of IP PANORAMA
- Speaker:        Mr. Jeong-Moo Han, Manager, Korea Invention Promotion Association (KIPA), Republic of Korea
- 11.30 – 12.00        Topic Two: Users' Feedback on the Arabic Version of IP PANORAMA
- Speaker:        Mr. Hussein Elgamal, Former Secretary General of the Social Fund for Development (SFD), Cairo
- 12.00 – 12.30        Topic Three: Business Strategy of Korean Enterprise, LG Electronics
- Speaker:        Mr. Saeng-Gyu Jeon, Vice President, Intellectual Property Center, LG Electronics Inc., Republic of Korea

- 12.30 – 14.30 Lunch Break (hosted by KIPO)
- 14.30 – 15.00 Topic Four: The role of Intellectual Property (IP) in a Knowledge-based Society and the Importance of SMEs  
 Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO
- 15.00 – 15.30 Topic Five: The Thai Experience: Building Intellectual Property Awareness using the Thai Version of IP PANORAMA  
 Speaker: Mr. Kajit Sukhum, Acting Director General, The Department of Intellectual Property (DIP), Kingdom of Thailand
- 15.30 – 16.30 Topic Six: The Korean Experience: Building Intellectual Property Awareness and Economic Development  
 Speaker: Mr. Won-Kil Yoon, Director, Technical Cooperation Team Information Planning Bureau, KIPO
- 16.30 – 17.30 Welcome Reception (hosted by LAS)

Wednesday, March 18, 2010

- 9.30 – 10.30 Topic Seven: WIPO Activities on Building IP Awareness and Support Programs in the Arabic Countries  
 Speaker: Mr. Amr Abdelaziz, Senior Program Officer, Cooperation for Development Bureau for Arab Countries, WIPO
- 10.30 – 11.30 Topic Eight: Cooperation between the Republic of Korea and Arab Countries for the Modernization of IP Administration  
 Speaker: Mr. Jeong-Min Seo, Professor, Graduate School of International Area Studies, Hankuk University of Foreign Studies, Republic of Korea
- 11.30 – 11.45 Coffee Break
- 11.45 – 12.15 Topic Nine: Business Strategies Based on Intellectual Property Rights  
 Speaker: Mrs. Maha Bakhiet Zaki, Head of Intellectual Property Unit, Cabinet of the Secretary General, League of Arab States (LAS), Cairo

