



ANNUAL FORUM

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Ninth 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)

in cooperation with
the European Patent Office (EPO)

European Patent Office Headquarters, Munich, October 19 and 20, 2011

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, October 19, 2011

9.00 – 9.30 Registration

9.30 – 9.45 Opening ceremony

Mr. Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO)

Mr. Noël Campling, Director on behalf of Mr Raimund Lutz, Vice-President of DG5, International and Legal Affairs, the European Patent Office (EPO), Munich

9.45 – 10.00 **Keynote Address**

Speakers: to be confirmed

10.00 – 11.00 **Roundtable: The Perspective of an Entrepreneur: What Would a Great IP Support Program be Like?**

Mr. Guriqbal Singh Jaiya

11.00 – 11.30 Coffee Break

THEME 1: Outreach Projects for Entrepreneurs, Start-ups and SMEs; Projects Supporting or Facilitating Transnational Trade or Partnerships

11.30 – 13.00

Speaker: Mr. Simon Cheetham, Team Leader, China IPR SME Helpdesk, Beijing

Speaker: Mr. Roberto D'Erme, IPR Advisor, European IPR Helpdesk, Luxemburg

13.00 – 14.00 *Lunch*

THEME 1 (continued): Outreach Projects for Entrepreneurs, Start-ups and SMEs; Projects Supporting or Facilitating Transnational Trade or Partnerships

14.00 – 15.00

Speaker: Mr. Daniel Gassmann, Head of Sector, Business Services, Executive Agency for Competitiveness and Innovation (EACI), Unit 4, Enterprise Europe Network – Operations, Brussels

Speaker: Ms. Kerstin Piratzky, Section 2.1.3., German Patent and Trademark Office, Technical Information Centre Berlin, Germany

THEME 2: Projects Concerned with Access to Finance for Innovation Businesses, Based on their IP

15.00 – 16.00 Speaker: Ms. Maria Augusta Mancini, Program Manager, Metagroup, Terni, Italy

16.00 – 16.30 *Coffee break*

THEME 3: Projects Which Encourage Strategic use of Unregistered Intellectual Property Rights, e.g. Copyright and Related Rights, Database Rights, Unregistered Design Rights etc.

16.30 – 18.00 Speaker: Mrs. Patricia Escudero Marquez, head, Dissemination and Information Unit, Spanish Patent and Trademark Office (OEPM), Madrid

Speaker: Mr. Scott Baldwin Attorney-Advisor Office of Intellectual Property Policy and Enforcement, USPTO

Speaker: Ms. Dids Macdonald, Chief Executive, ACID (Anti Copying In Design), Ltd., Gloucester, UK

Speaker: Mrs. Silvia Baumgart, Programme Coordinator, Own-it, University of the Arts London, United Kingdom

18.00 – 18.30 *Transfer to reception venue*

18.30 – 21.30 Evening Reception

Thursday, October 20, 2011

THEME 4: Projects Concerned with Raising Awareness of Registered Intellectual Property Rights

9.00 – 11.00

Speaker: Mr. Jeremy Philpott, Unit Manager, Innovation Support, Dir. 5.4.4.2, European Patent Academy, European patent Office, Munich, Germany

Speaker: Mr. Christian Kögl, Project Leader discover.IP, International Relations, Technical Department, Austrian Patent Office

11.00 – 11.30 *Coffee break*

THEME 5: Services Facilitating Access to Patent Information, Trademark and Design Databases

11.30 – 12.30

Speaker: Mr. Scott Baldwin Attorney-Advisor Office of Intellectual Property Policy and Enforcement, USPTO

Speaker: Dr. Ralph Heinrich, Secretary, UNECE Team of Specialists on Intellectual Property Economic Cooperation and Integration Division, UN Economic Commission for Europe

12.30 – 14.30

Lunch

14.30 – 16.00

Roundtable and Closing Remarks

16.00

Closing Ceremony

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