



PATENT OFFICE OF THE
REPUBLIC OF POLAND



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



KOREAN INTELLECTUAL
PROPERTY OFFICE



KOREA INVENTION
PROMOTION ASSOCIATION

**WIPO-PPO-KIPO EASTERN EUROPEAN REGIONAL FORUM
ON USING THE INTELLECTUAL PROPERTY (IP) PANORAMA
FOR BUILDING THE CAPACITY OF SMALL AND MEDIUM-SIZED
ENTERPRISES (SMES) FOR STRATEGIC INTELLECTUAL
PROPERTY MANAGEMENT**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Patent Office of the Republic of Poland (PPO),
the Korean Intellectual Property Office (KIPO)

and
the Korea Invention Promotion Association (KIPA)

Warsaw, April 2 and 3, 2009

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, April 2, 2009

9.00 – 9.30 OPENING CEREMONY

Welcome addresses by:

Mrs. Alicja Adamczak, President, Patent Office of the Republic of Poland (PPO), Warsaw

Mr. Park Hyung-Ho, Director, Intellectual Property (IP) Management Support Division, Korean Intellectual Property Office (KIPO), Daejeon, Republic of Korea

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

9.30 – 10.10 Topic 1: IP Awareness and Capacity of Polish Entrepreneurs and SMEs and Capacity Building Activities of the PPO and the Polish Agency for Enterprise Development (PAED)

Speaker: Mr. Radosław Runowski, Director, Industrial Property Unit, Polish Agency for Enterprise Development (PARP), Warsaw

10.10 – 10.40 Topic 2: Korean National Experience on Building IP Awareness and Capacity of SMEs

Speaker: Mr. Park Hyung-Ho

10.40 – 11.00 Coffee Break

11.00 – 11.30 Topic 3: Benchmarking National and Regional Support Services for SMEs in the Field of Intellectual and Industrial Property; Study Report Prepared by the Austrian Institute for SMEs Research

Speaker: Mr. Alfred Radauer, Austrian Institute for SMEs Research, Vienna

11.30 – 12.00 Topic 4: KIPO Innovation for Customer Satisfaction Utilizing Information Technology

Speaker: Mr. Lee Byung-Yep, Director, Technical Cooperation Team, KIPO

12.00 – 12.30 Topic 5: French National Experience on Building IP Awareness and Capacity of SMEs

- Speaker: Ms. H elene Salaville, National Institute of Industrial Property (INPI), Paris
- 12.30 – 13.00 Topic 6: WIPO’s Experience on Capacity-Building on IP for SMEs and IP PANORAMA as an Effective Capacity-Building Tool
- Speakers: Mr. Guriqbal Singh Jaiya
Mr. Yoon Won-Kil, Counsellor, SMEs Division, WIPO
- 13.00 – 14.00 Lunch Break
- 14.00 – 14.40 Topic 7: IP and performance: an empirical analysis of the UK's SMEs
- Speaker: Mr. Christian Rodrigo Helmers, Researcher, University of Oxford, United Kingdom
- 14.40 – 15.00 Coffee Break
- 15.00 – 16.00 Topic 8: IP Awareness and Capacity Building Programs of Public Institutions in Korea
- Speakers: Ms. Han Mi-Young, President, Korea Women Inventors Association (KWIA), Seoul
Ms. Hwang Hye-Jin, Consultant, IP e-HRD Team, Korea Invention Promotion Association (KIPA), Seoul
- 16.00 – 17.15 Country Presentations
- Speakers: The representatives of the invited countries
- 17.15 – 17.45 Group Discussion (all speakers and participants)
- 17.45 CLOSING CEREMONY

Friday, April 3, 2009

The IP PANORAMA Exhibition in the foyer of the Warsaw Stock Exchange

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