



Ministry of Economy and Trade
of the Republic of Lebanon



WORKSHOP

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Facilitating Access to Intellectual Property Rights (IPRs) and Its Role in Enhancing the Competitiveness of Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Economy and Trade, Republic of Lebanon

Beirut, January 28 and 29, 2013

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, January 28, 2013

- 9.00 – 9.15 Opening Ceremony
- Address by Minister
- Address by WIPO Representative
- Address by ECOSOC President
- 9.15 – 10.00 **Topic 1:** **The Role of Intellectual Property Asset Management in Strengthening the Competitiveness of Small and Medium-sized Enterprises (SMEs)**
- Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises Section, Innovation Division, World Intellectual Property Organization (WIPO), Geneva
- 10.00 – 10.15 Coffee Break
- 10.15 – 11.15 **Topic 2:** **An Overview of the State of Competitiveness of SMEs in Lebanon and their Interface with the Intellectual Property System**
- IP Law, IP Administration and IP Support Services for SMEs in Lebanon**
- Introduction to SMEs Unit at the Ministry of Economy and Trade**
- Speaker: Local Speaker
- 11.15 – 12.00 **Topic 3:** **The Importance of Trademarks, Geographical Indications, Certification Marks and Collective Marks in Establishing a Distinct Identity in the Market place**
- Speaker: Mr. Chander Lall, Managing Partner, Lall & Sethi, New Delhi
- 12.00 – 12.15 Coffee Break
- 12.15 – 13.00 **Topic 4:** **The Appeal of Designs in Getting Noticed by the Customer**
- Speaker: Mr. Ziad M.K. Maraqa, Managing Partner, Maraqa & Co, Attorney and Legal Consultants, Amman
- 13.00 – 14.00 **Topic 5:** **Benefiting from Copyright and Using the Copyright Works of Others**
- Speaker: Mr. Chander Lall

Tuesday, January 29, 2013

- 9.00 – 9.45 **Topic 6:** **Putting in Place a Trade Secret Protection Program**
Speaker: Mr. Chander Lall
- 9.45 – 10.00 Tea/Coffee Break
- 10.00 – 10.45 **Topic 7:** **The Importance of Inventive and Innovative Activity in Maintaining Competitiveness**
Speaker: Mr. Anil Sinha
- 10.45 – 11.30 **Topic 8:** **Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising**
Speaker: Mr. Chander Lall
- 11.30 – 12.15 **Topic 9:** **Using Intellectual Property Information for SMEs Competitiveness**
Speaker: Mr. Ziad M.K. Maraqa
- 12.15 – 12.30 Tea/Coffee Break
- 12.30 – 13.15 **Topic 10:** **International Trade and Intellectual Property: The PCT, Madrid and Hague Systems**
Speaker: Mr. Anil Sinha
- 13.15 – 13.45 **Topic 11:** **IP Audit and Finance**
Speaker: Mr. Ziad M.K. Maraqa
- 13.45 – 15.00 **Topic 12:** **Presentation and Panel Discussion: Three Lebanese SMEs Successful Stories**
Speaker: Local Speaker

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