



UNIVERSAL ACCES TO
COMPETIVIENESS AND TRADE
PHILIPPINES



ORO CHAMBER OF COMMERCE
AND INDUSTRY FOUNDATION, INC.



PHILIPPINE CHAMBER OF
COMMERCE AND INDUSTRY (PCCI)



PHILIPPINE INTELLECTUAL
PROPERTY OFFICE



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

TRAINING THE TRAINERS PROGRAM

WIPO/SMES/CGY/10/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: JULY 14, 2010

WIPO TRAINING OF TRAINERS PROGRAM ON INTELLECTUAL PROPERTY ASSET MANAGEMENT BY ENTREPRENEURS, MICRO ENTERPRISES AND SMALL AND MEDIUM SIZED ENTERPRISES

Organized by

the World Intellectual Property Organization (WIPO)

and

the Philippines Chamber of Commerce and Industry (PCCI)

in cooperation with the

Universal Access to Competitiveness and Trade;

Philippine Chamber of Commerce and Industry for Mindanao;

Oro Chamber of Commerce and Industry Foundation, Inc.;

and

Intellectual Property Office, Philippines

Cagayan de Oro, Philippines, August 3 to 5, 2010

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, August 3, 2010

8.45 – 9.30	Registration
9.30 – 9.40	Invocation National Anthem Introduction of the Participants
9.40 – 9.45	Welcome Address Atty. Allan B. Gepty, Deputy Director General, Intellectual Property (IP) Office, Manila
9.45 – 10.45	Intellectual Property Asset Management and Competitiveness of Enterprises; WIPO's IP Services for Businesses Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprises (SMEs) Division, WIPO Resources: Module 1 of IP PANORAMA Website of SMEs Division of WIPO at www.wipo.int/sme
10.45 – 11.00	Tea/Coffee Break
11.00 – 12.00	Making a Mark – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place Speaker: Mr. P. Kandiah, IP Consultant, KASS International Sdn. Bhd, Kuala Lumpur Resources: Module 2 of IP PANORAMA "Making a Mark"
12.00 – 12.15	Discussion
12.15 – 13.30	Lunch Break

- 13.30 – 14.30 Looking Good – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Engr. Amelita Amon, Division Chief, Industrial Design and Layout Design of Integrated Circuit Examiner Division (IDICED), IP Office, Manila
- Resources: Module 2 of IP PANORAMA
Looking Good
- 14.30 – 15.30 Adding Value with Geographical Indications, Certificate and Collective Marks
- Speaker: Mr. Guriqbal Singh Jaiya
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 16.45 Creative Expression – Benefiting From Your Copyright and Using the Copyright Works of Others
- Speaker: Mr. P. Kandiah
- Resources: Module 5 of IP PANORAMA
“Creative Expression”
- 16.45 – 17.45 In Confidence– Putting in Place a Trade Secret Protection Program
- Speaker: Mr. Guriqbal Singh Jaiya
- Resources: Module 4 of IP PANORAMA
- 17.45 – 18.00 Discussion

Tuesday, August 4, 2010

9.30 – 10.30 Inventing the Future – The Importance of Inventive and Innovative Activity in Enhancing the Competitiveness of a Business

Speaker: Mr. Guriqbal Singh Jaiya

Resources: Module three of IP PANORAMA
Inventing the Future

10.30 – 10.45 Tea/Coffee Break

10.45 – 11.45 Competitive Intelligence – Using IP Information

Speaker: Mr. P. Kandiah

11.45 – 12.00 Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.30 Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising

Speaker: Mr. Guriqbal Singh Jaiya

Resources: Modules 7 and 12 of IP PANORAMA

14.30 – 15.30 IP Audit

Speaker: Mr. P. Kandiah

Resources: Module 10 of IP PANORAMA

15.30 – 15.45 Tea/Coffee Break

- 15.45 – 16.45 Intangible Assets and Finance
- Speaker: Mr. Guriqbal Singh Jaiya
- Resources: Module 11 of IP PANORAMA
- 16.45 – 17.45 Enforcing IP Rights
- Speaker: Mrs. Catherine Socorro Estrada, Hearing Officer, Office of
Legal Affairs, IP Office, Manila
- 17.45 – 18.00 Discussion

Wednesday, August 5, 2010

- 8.45 – 9.30 Registration
- 9.30 – 10.30 University Industry Relations
- Speaker: Mr. Francis Thaise A. Cimene, Dean, Graduate School,
Capitol University, Cagayan de Oro, Philippines
- 10.30 – 10.45 Tea/Coffee Break
- 10.45 – 11.45 Case Study: Using IP in the Paper Industry
- Speaker: Mrs. Loreta Capistrano-Rafisura, President, Salay
Handmade Paper and Industry, Inc. (SHAPII), Cagayan
de Oro, Philippines
- 11.45 – 12.00 Discussion
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.30 IP Law and Administration in the Philippines; IP Awareness and
Capacity Building Actives of Philippines IP Office
- Speaker: Mr. Allan B. Gepty, Deputy Director General, IP Office,
Manila

- 14.30 – 15.30 Support Services on IP for SMEs in the Philippines
- Speakers: Speaker from IDEALS (to be nominated)
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 16.30 Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions
- Speaker: Mr. Guriqbal Singh Jaiya
- 16.30 – 18.30 Feedback From Participants and Written Evaluation Test of Participants

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