



SYRIAN ARAB REPUBLIC



WIPO NATIONAL SEMINAR

WIPO/SMES/DAM/10
ORIGINAL: ENGLISH
DATE: SEPTEMBER 17, 2010

WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY FOR SMALL AND MEDIUM-SIZED ENTREPRISES (SMEs) IN THE TEXTILE INDUSTRY

Organized by

The World Intellectual Property Organization (WIPO)

in cooperation with

The Ministry of Economy and Trade of the Syrian Arab Republic

Damascus, October 13 and 14, 2010

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Wednesday, October 13, 2010

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| 8.00 – 8.30 | Registration |
| 8.30 – 9.00 | Opening Ceremony |
| | Welcome addresses by: |
| | The representative of the Ministry of Economy and Trade of the Syrian Arab Republic, Damascus |
| | The representative of the World Intellectual Property Organization (WIPO), Geneva |
| 9.00 – 9.30 | The importance of the Textile Industry in the Syria Arab Republic |
| | Speaker: Mr. Jamal El Omar, Director of Textile Industries, Ministry of Industry, Damascus |
| | The role of Small and Medium-Sized Enterprises in the Syrian Arab Republic |
| | Speaker: Miss Sulafa Akili, Director of SMEs, Ministry of Economy and Trade, Damascus |
| 9.30 – 10.30 | The role of Creative Industries in the Syrian Arab Republic |
| | Speaker: Mr. Kaldoun Masouti, Head of Handicrafts Association for Oriental Products, Heritage and Textile Industries, Damascus |
| | Mr. Mohamed Faiyd Faiya, Director of Trade Center for Handicrafts Products and Secretary of the Handicrafts Magazine, Syrian textile Industries, History and Roots, Damascus |
| 10.30 – 11.00 | Coffee Break |
| 11.00 – 11.45 | The Importance of Proper Management of Trade Secrets |
| | Speaker: Mrs. Lien Verbauwhede Koglin, Consultant, SMEs Division, WIPO |
| 11.45 – 13.15 | The Relevance of Copyright Protection in the Textile Industry |
| | Speaker: Ms. Larysa Kushner, Consultant, Center for International Studies, Institute for German Studies, Minsk |
| | Mr. Yahya El Naddaf, Director of Copyright, Ministry of Culture, Damascus |
| 13.15 – 13.45 | Lunch Break |

- 13.45 – 14.30 **The Relevance of Design Protection in the Textile Industry**
- Speaker: Mr. Mohamed Salem Abdallah, Intellectual Property Rights (IPR) expert, SMEs Directorate, Ministry of Economy and Trade, Damascus
- Ms. Souha Shouhneh, Fashion Designer and member of Aleppo Chamber of Industry, Aleppo
Local case study on Fashion Design in Syria
- 14.30 – 15.30 **The Relevance of Trade Marks for the Textile Industry**
- Speaker: Mrs. Lien Verbauwheide Koglin
- 15.30 – 17.00 Lunch Invitation
- Thursday, October 14, 2010
- 9.00 – 9.45 **The Relevance of Collective Marks, Certification Marks and Geographical Indications for the Textile Industry**
- Speaker: Ms. Larysa Kushner
- 9.45 – 10.45 **The Relevance of Patents for the Textile Industry**
- Speaker: Eng. Abbas Al-Khateeb, Assistant Director for Patents, Directorate of Commercial and Industrial Property Protection (DCIP), Ministry of Economy and Trade, Damascus
- 10.45 – 12.00 **IP Rights and Business Opportunities for SMEs in the Textile Sector**
- Speaker: Ms. Larysa Kushner
- 12.00 – 12.30 Coffee Break
- 12.30 – 13.00 **Property Rights and Opportunities for SMEs operating in the field of Textile**
- Speaker: Mr. Nizar Dalloul, Head of Policies and Economic Research Office, Ministry of Economy and Trade, Damascus
- 13.00 – 13.45 **How to Conduct a Database Search for Trade Marks, Industrial Designs and Patents in Syria and Abroad?**
- Speaker: Eng. Khaled Damiry, Head of Patents, Directorate of Commercial and Industrial Property Protection (DCIP), Ministry of Economy and Trade, Damascus
- 13.45 – 14.15 Closing Ceremony

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