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| **tRaining of Trainers program** |
|  WIPO/SMES/LIS/14/INF/1 PROV. ORIGINAL: ENGLISHDATE: JANUARY 28, 2014Training of Trainers Program on Effective Intellectual Property Asset Management By Small and Medium Sized Enterprises (SMEs) In Portuguese-Speaking African Countries (PALOP)Organized by the World Intellectual Property Organization (WIPO) the National Industrial Property Institute of Portugal (INPI) andthe Japan Patent Office (JPO)Lisbon, Portugal, April 9 to 11, 2014PROVISIONAL PROGRAMprepared by the International Bureau of WIPO   |
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**Training of Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)**

**in Portuguese-Speaking African Countries (PALOP)**

organized by

the World Intellectual Property Organization (WIPO)

the National Industrial Property Institute of Portugal (INPI)

and

the Japan Patent Office (JPO)

**Lisbon, Portugal, April 9 to 11, 2014**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

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| Wednesday, April 9, 2014 |
| 9.00 – 9.15 | **Opening Ceremony**Welcome addresses byRepresentative of the National Industrial Property Institute of Portugal (INPI), LisbonRepresentative of the Japan Patent Office (JPO), TokyoRepresentative of the World Intellectual Property Organization (WIPO), Geneva |
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| 9.15 – 10.00 | **Topic 1:** **The Challenge of Export-led Growth, Regional Competitiveness and Economic Development in the Portuguese-Speaking African Countries**  |
|  | Speaker: Representative of a Portuguese Speaking African Country  |
|  | Resources:  |
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| 10.00 – 10.45 | **Topic 2:** **Introduction to WIPO and its Development Cooperation Activities in the Portuguese-Speaking African Countries**  |
|  | Speaker: Representative of WIPO |
|  | Resources: Module One of IP PANORAMA  |
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| 10.45 – 11.00 | Coffee Break |
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| 11.00 – 12.00 | **Topic 3:** **The Role and Importance of Effective Intellectual Property Asset Management in Enhancing the Competitiveness and Productivity of Small and Medium Enterprises (SMEs)** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module One of IP PANORAMA |
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| 12.00 – 13.00 | **Topic 4:** **The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace**  |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Two of IP PANORAMA  “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises” |
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| 13.00 – 14.00 | Lunch Break |
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| 14.00 – 15.00 | **Topic 5:****The Appeal of Designs in Getting Noticed by the Customer** |
|  | Speaker: Representative of INPI |
|  | Resources: Module Two of IP PANORAMA “Looking Good” An Introduction to Industrial Designs for Small and Medium-sized Enterprises” |
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| 15.00 – 15.15 | Coffee Break |
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| 15.15 – 16.15 | **Topic 6:****Strategies for Leveraging the Creative Sector in the Context ofExport-led Growth: Harnessing the Power of Intellectual Property** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga, *Diretora de Operações*, *Rede de Tecnologia e Inovação do Rio de Janeiro*  (REDETEC*), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas* (SEBRAE) , Rio de Janeiro |
|  | Resources:  |
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| 16.15 – 17.15 | **Topic 7:****Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks** |
|  | Speaker: Representative of WIPO |
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| Thursday, April 10, 2014 |  |
| 9.30 – 10.45 | **Topic 8:****Protecting Inventions by Patents and Utility Models** |
|  | Speaker: Representative of INPI  |
|  | Resources: Module Three of IP PANORAMA “Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises” |
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| 10.45 – 11.00 | Coffee Break |
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| 11.00 – 12.00 | **Topic 9:****Putting in Place a Trade Secret Protection Program** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Four of IP PANORAMA |
| 12.00 – 13.00  | **Topic 10:****Intellectual Property Issues in International Business**  |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Nine of IP PANORAMA |
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| 13.00 – 14.00 | Lunch Break |
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| 14.00 –15.00 | **Topic 11:****Commercializing Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga |
|  | Resources: Modules Seven and Twelve of IP PANORAMA |
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| 15.00 – 15.15 | Coffee Break |
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| 15.15 – 16.15 | **Topic 12:****Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information**  |
|  | Speaker: Representative of INPI  |
|  | Resources: Module Six of IP PANORAMA |
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| 16.15 – 17.15 | **Topic 13:****Commercializing Intellectual Property Assets: Case Study No. 2** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga |
|  | Resources:  |
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| Friday, April 11, 2014 |
| 9.30 – 10.30 | **Topic 14:** |
|  | **The Role of Intellectual Property in Building Brand Value Perception in the Global Market: Case Study No. 1** |
|  | Speaker: Mr. Tony Hadjiloucas, Partner, Tax and Legal Services, Price Water House Cooper (PWC), Nicosie |
|  | Resources:  |
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| 10.30 – 10.45 | Coffee Break |
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| 10.45 – 11.45 | **Topic 15:****Benefitting From Your Copyright and Using the Copyright Works of Others in Your Business**  |
|  | Speaker: Mr. Nuno Gonçalves, Consultant, Lisbon |
|  | Resources: Module Five of IP PANORAMA |
|  |  “Creative Expression – An Introduction to Copyright for SMEs” |
| 11.45 – 12.45 | **Topic 16:** **Intellectual Property in the Digital Economy** |
|  | Speaker: Mr. Nuno Gonçalves |
|  | Resources: Module Eight of IP PANORAMA  |
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| 12.45 – 14.00 | Lunch Break |
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| 14.00 – 15.00 | **Topic 17:****IP Asset Management: IP Audit and IP Due Diligence** |
|  | Speaker: Mr. Tony Hadjiloucas |
|  | Resources: Module 10 of IP PANORAMA |
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| 15.15 – 16.15 | **Topic 18:****IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing (including Practical Exercise)** |
|  | Speaker: Mr. Tony Hadjiloucas |
|  | Resources: Model 11 of IP PANORAMA |
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| 16.15 – 17.15 | **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the Portuguese-Speaking African Countries**  |
|  | Moderator: Representative of WIPO |
|  | Discussants: All Participants and Speakers |

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