



NATIONAL CENTER OF INTELLECTUAL
PROPERTY OF BELARUS
(NCIP)



NATIONAL SEMINAR

WIPO/INF.1/PROV
ORIGINAL: ENGLISH
DATE: JANUARY 2014

Intellectual Property for Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

and

the National Center of Intellectual Property of Belarus (NCIP)

Minsk, March 11 and 12, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, March 11, 2014

9.00 – 9.30 Registration

9.30 – 9.45 Opening Ceremony

Welcome addresses by:

Mr. Piotr Broukin, Director General, NCIP

Mr. Anil Sinha, Head, Small and Medium-sized Enterprises Section, WIPO,
Geneva

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|---------------|----------------|--|--|
| 9.45 – 10.15 | Topic 1 | Development of the National IP Systems in Countries in Transition: Role of WIPO | Speaker: Mr. Evgeniy Sesitsky, Consultant, Department for Transition and Developed Countries (TDC), WIPO, Geneva |
| 10.15 – 10.45 | Topic 2 | WIPO's Activities for SMEs Support in the Field of IP. IP PANORAMA | Speaker: Mr. Anil Sinha |
| 10.45 – 11.15 | Topic 3 | Recommendations on Strengthening the Role of Innovative Small and Medium-sized Enterprises (SMEs) in CIS Countries: WIPO Tool | Speaker: Mr. Evgeniy Sesitsky |
| 11.15 – 11.30 | Coffee Break | | |
| 11.30 – 12.15 | Topic 4 | National IP Strategies as a Basis for the Innovation Model Economy | Speaker: Mr. Ron Marchant, International IP Expert, Torfaen, United Kingdom |
| 12.15 – 13.00 | Topic 5 | National IP Strategy and the Enhancement of SMEs Capacities on IP Management | Speaker: The representative of NCIP (tbc.) |
| 13.00 – 14.30 | Lunch Break | | |
| 14.30 – 15.10 | Topic 6 | The Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs in the Domestic and International Markets | Speaker: Mr. Anil Sinha |
| 15.10 – 15.40 | Topic 7 | State Policy on the Development of Small and Medium-sized Business in Belarus | Speaker: The representative of the Ministry of Economy of the Republic of Belarus (tbc.) |
| 15.40 – 16.15 | Topic 8 | Managing IP Assets in International Business with a Focus on Transfer of Technology | Speaker: Mr. Ron Marchant |

- 16.15 – 16.30 Coffee Break
- 16.30 – 17.15 **Topic 9** ***Inventing the Future – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace***
- Speaker: Mr. Ron Marchant

17.15 – 17.30 Evaluation and closing of the first day of the seminar

Wednesday, March 12, 2014

- 09.30 – 10.15 **Topic 10** ***Looking Good – The Role of Design in Branding***
- Speaker: Mr. Pierre El Khoury, Professor,
University La Sagesse, Beirut
- 10.15 – 11.00 **Topic 11** ***Making a Mark – The Role of Trademarks in Branding***
- Speaker: Mr. Anil Sinha
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.00 **Topic 12** ***Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks***
- Speaker: Mr. Anil Sinha
- 12.00 – 13.00 **Topic 13** ***Creative Expression - How to Use Your Own Copyright and Copyrightable Works of Others***
- Speaker: Mr. Pierre El Khoury
- 13.00 – 14.30 Lunch Break
- 14.30 – 15.00 **Topic 14** ***Shaping Business Strategy through Competitive Intelligence (including Practical Exercises)***
- Speaker: Mr. Pierre El Khoury, Professor,
University La Sagesse, Beirut
- 15.00 – 15.45 **Topic 15** ***Company's Strategy on IP Management: National Experience***
- Speakers: The representatives of two local SMEs (tbc.)

15.45 – 16.00 Coffee Break

16.00 – 16.30 **Topic 16 Conducting an IP Audit and Managing IP Assets**

Speaker: Mr. Pierre El Khoury

16.30 – 17.00 **Topic 17 IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing**

Speaker: Mr. Anil Sinha

17.00 – 17.30 Evaluation and closing of the seminar

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