

WIPO/SMEs/ULN/07

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MONGOLIAN NATIONAL CHAMBER OF COMMERCE

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**NATIONAL SEMINAR ON INTELLECTUAL PROPERTY
AND DEVELOPMENT OF THE
FRANCHISING SECTOR IN MONGOLIA**

organized by
the World Intellectual Property Organization
and
Mongolian National Chamber of Commerce and Industry

Ulaanbaatar, November 29 and 30, 2007

FINAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 29, 2007

- 8.30 – 9.00 Registration
- 9.00 – 9.30 OPENING CEREMONY
Opening remarks by:
- Mr. S. Demberel-The Chairman & CEO, Mongolian National Chamber of Commerce and Industry
- Mrs. Tamara Nanayakkara, Counsellor, World Intellectual Property Organization (WIPO), Geneva
- 09.30 – 10.30 Topic 1 An Introduction to Franchising and its Importance for Entrepreneurs and Small and Medium-Sized Enterprises
- Speaker: Mr. Gurmeet Singh Jakhu, Partner, Hamilton Pratt Business and Franchise Solicitors, Birmingham, United Kingdom
- 10.30-11.00 Coffee Break
- 11.00 – 12.00 Topic 2: Leveraging Intellectual Property Assets for Business Success
- Speaker: Mrs. Tamara Nanayakkara, Counsellor, SMEs Division, WIPO
- 12.00 – 13.30 Lunch
- 13.30 – 14.30 Topic 3 The Role of Trademarks and Designs in a Franchising Arrangement
- Speaker: Mrs. Tamara Nanayakkara
- 14.30 – 15.00 Coffee
- 15.00 – 16.00 Topic 6 Successful Franchising: Key Terms of a Franchising Agreement
- Speaker: Mr. Gurmeet Singh Jakhu
- 16.00 – 17.00 Topic 8: Franchising: A Key to Small and Medium Sized Enterprise Growth and Development; the Experience of a Local Franchisee

Speaker: Mr. L. Myagmarjav, Executive director of
MCS Coca Cola Co., Ltd

Friday, November 30, 2007

- 9.00 – 10.00 Topic 4: The Role of Trade Secrets in a Franchising
Arrangement
- 10.00 – 10.30 Coffee
- 10.30 - 11.30 Topic 7: The Relevance of Dispute Resolution Mechanisms in
Franchising
- 11.30 – 12.30 Topic 5: IP Issues in a Franchising Agreement
- 12.30 – 14.00 Lunch
- 14.00- 16.00 Discussion Current Status and Future Prospects for Franchising
in Mongolia
- 16.00 – 16.30 Closing

Speaker: Mrs. Tamara Nanayakkara

Speaker: Mr. Gurmeet Singh Jakhu

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Speakers: Members of Franchise Council of
MNCCI

WIPO Speakers and Chamber Officials

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