



MONGOLIAN CHAMBER OF
COMMERCE AND INDUSTRY (MNCCI)



TRAINING OF TRAINERS PROGRAM

**WIPO/SMES/ULN/10/INF/1 PROV.
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WIPO TRAINING OF TRAINERS PROGRAM ON INTELLECTUAL PROPERTY ASSET MANAGEMENT BY SMES

Organized by

the World Intellectual Property Organization (WIPO)

and

the Mongolian Chamber of Commerce and Industry (MNCCI)

June 25 to 30, 2010, Ulaanbaatar

PROVISIONAL PROGRAM
prepared by the International Bureau of WIPO

Friday, June 25, 2010

- 9.30 – 9.45 Opening Ceremony
- 9.45 – 10.45 The Role of **Intellectual Property Assets** in Strengthening the Competitiveness of Small and Medium-sized Enterprises and the IP for Business Services Provided by the World Intellectual Property Organization
- Speaker: **Mr. Anil Sinha, Counselor, Small and Medium Sized Enterprises (SMEs) Division, WIPO**
- Resources: Module one of IP PANORAMA
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 “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 two of IP PANORAMA
Making a Mark
- 12.15 – 14.15 Lunch Break
- 14.15 – 15.30 “Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Mrs. Oyungerel, Intellectual Property office of Mongolia
- Resources: Module two of IP PANORAMA
Looking Good
- 15.30 – 15.45 Tea/Coffee Break

15.45 – 17.00 Adding Value with **Geographical Indications**, Certification and Collective Marks

Speaker: **Mr. Anil Sinha**

Saturday, June 26, 2010

9.30 – 10.45 “Creative Expression” – Benefiting from your Copyright and Using the Copyright Works of Others

Speaker: Mr. P. Kandiah

Resources: Module five of IP PANORAMA
Creative Expression

10.45 – 11.00 Tea/Coffee Break

11.00 – 12.15 “In **Confidence**” – Putting in Place a Trade Secret Protection Program

Speaker: **Mr. Anil Sinha**

Resources: Module four of IP PANORAMA
“In Confidence”

12.15 – 14.15 Lunch Break

14.15 – 15.30 “**Inventing the Future**” – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness

Speaker: **Mr. Anil Sinha**

Resources: Module three of IP PANORAMA
Inventing the Future

15.30 – 15.45 Tea/Coffee Break

15.45 – 17.00 “Competitive Intelligence” – Using Intellectual Property Information

Speaker: Mr. P. Kandiah

Sunday, June 27, 2010

DAY OFF

Monday, June 28, 2010

9.30 – 10.45 Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising

Speaker: Mr. P. Kandiah

Resources: Modules Seven and Twelve of IP PANORAMA

10.45 – 11.00 Tea/Coffee Break

11.00 – 12.15 IP Audit

Speaker: Mr. P. Kandiah

Resources: Module Ten of IP PANORAMA

12.15 – 14.15 Lunch Break

14.15 – 15.30 Intellectual Property in the Digital Economy

Speaker: Mr. Anil Sinha

Resources: Module Eight of IP PANORAMA

15.30 – 15.45 Tea/Coffee Break

- 15.45 – 17.00 International Trade and Intellectual Property
- Speaker: Mr. Kazuyuki Motohashi, Professor
Department of Technology Management for Innovation
School of Engineering, University of Tokyo
- Resources: Module Nine of IP PANORAMA

Tuesday, June 29, 2010

- 9.30 – 10.45 Intangible Assets and Finance
- Speaker: Mr. K. Motohashi
- Resources: Module Eleven of IP PANORAMA
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 Enforcing Intellectual Property Rights
- Speaker: Mr. Delgertsoo, Intellectual Property Office of Mongolia
- 12.15 – 14.15 Lunch Break
- 14.15 – 15.30 University Industry Relations
- Speaker: Mr. K. Motohashi
- 15.30 – 15.45 Tea/Coffee Break
- 15.45 – 17.00 Case Study: Using Intellectual Property in the Textile Sector
- Speaker: Mrs. Hishigjargal, Intellectual Property Office of Mongolia
- Resources: Stitch in Time

Wednesday, June 30, 2010

- 9.30 – 10.45 IP Law and Administration in Mongolia
- Speaker: Mr. Shinebayar, Intellectual Property office of Mongolia
- 10.45 – 11.00 Tea/Coffee Break
- 11.00 – 12.15 IP Support Services for SMEs in Mongolia
- Speaker: MNCCI
- 12.15 – 13.15 Lunch Break
- 13.15 – 14.30 Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions
- Speaker: Mr. K. Motohashi
- 14.45 – 15.45 Evaluation test
- 15.45 – 16.15 Tea/Coffee Break
- 16.15 – 17.00 Evaluation of Speakers and Participants
- Distribution of Certificates

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