



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



WORLD ASSOCIATION
FOR SMALL AND MEDIUM-SIZED ENTERPRISES

**WIPO-WASME SPECIAL PROGRAM
ON PRACTICAL INTELLECTUAL PROPERTY RIGHTS ISSUES
FOR ENTREPRENEURS, ECONOMISTS, BANKERS,
LAWYERS AND ACCOUNTANTS**

organized by
the World Intellectual Property Organization (WIPO)
and
the World Association for Small and Medium-sized Enterprises (WASME)

Geneva, May 3 to 6, 2004

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, May 3, 2004

09.30 – 09.45	Opening Ceremony: Address by:	
		Mrs. Rita Hayes, Deputy Director General, World Intellectual Property Organization (WIPO)
09.45 – 10.00		Dr. Arun Agrawal, Secretary General, World Association for Small and Medium Enterprises (WASME)
10.00 – 10.30	Coffee break	
10.30 – 11.30	Topic 1	Leveraging Intellectual Property (IP) Assets for Business Success; Introduction to Intellectual Property Rights (IPRs)
	<u>Speaker:</u>	Dr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs), WIPO
11.30 – 12.30	Topic 2	Laying the Foundation: Managing Trade Secrets
	<u>Speaker:</u>	Ms. Lien Verbauwhede, Consultant, SMEs Division, WIPO
12.30 – 14.00	Lunch	
14.00 – 15.00	Topic 3	Building a Competitive Edge: Protecting Inventions by Patents and Utility Models (Introduction to patent information)
	<u>Speaker:</u>	Mr. Esteban Burrone, Consultant, SMEs Division, WIPO
15.00 – 16.00	Topic 4	Differentiating Your Products: Unleashing the Power of Branding through Trademarks and Industrial Designs
	<u>Speaker:</u>	Ms. Cherine Rahmy, Counsellor, SMEs Division, WIPO
16.00 – 16.30	Coffee break	
16.30 – 17.30	Group Discussion	

Tuesday, May 4, 2004

9.00 – 10.00	Topic 5	<p>Developing an International Perspective: using the International Filing/Registration Systems (PCT, Madrid and the Hague Systems)</p> <p><u>Speakers:</u> Ms. Christine Bonvallet, Legal Officer PCT Legal Affairs Section, WIPO</p> <p>Mrs. Betty Magdalena Berendson, Senior Information Officer, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO</p>
10.00 – 10.30	Coffee break	
10.30 – 11.30	Topic 6	<p>Harnessing Creativity: Copyright and Related Rights</p> <p><u>Speaker:</u> Mrs. Carole Croella, Counsellor, Copyright Law Division, WIPO</p>
11.30 – 12.30	Topic 7	<p>Importance of Managing the Ownership of IP Assets</p> <p><u>Speaker:</u> Ms. Lien Verbauwhede, Consultant, SMEs Division WIPO</p>
12.30 – 14.00	Lunch	
14.00 – 15.00	Topic 8	<p>Measurement, a Prerequisite to Manage: Valuation of IP Assets</p> <p><u>Speakers:</u> Mr. Christopher Kalanje, Consultant, SMEs Division WIPO</p> <p>Mrs. Roya Ghafele Bashi (IP and Accounting), Associate Officer, Economic Development Sector, WIPO</p>
15.00 – 16.00	Topic 9	<p>Sharing and Leveraging IP Assets: Fundamentals of Licensing and Franchising</p> <p><u>Speakers:</u> Mrs. Tamara Nanayakkara, Senior Program Officer, Least-Developed Countries Division, WIPO</p> <p>Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division, WIPO</p>
16.00 – 16.30	Coffee break	
16.30 – 17.30	Group Discussion	

Wednesday, May 5, 2004

9.00 – 10.00	Topic 10	Role of IP in Raising Finance
	<u>Speaker:</u>	Mr. Federico Guicciardini, Deputy Director, SMEs Division, WIPO
10.00 – 10.30	Coffee break	
10.30 – 11.30	Topic 11	Integrating IP Issues in Business–Marketing/Export Plans and Strategies
	<u>Speaker:</u>	Mr. Esteban Burrone, Consultant, SMEs Division WIPO
11.30 – 12.30	Topic 12	Managing IP in Public-Private Partnerships, Strategic Alliances, Joint Ventures, and Mergers & Acquisitions
	<u>Speaker:</u>	Mr. Christopher Kalanje, Consultant, SMEs Division WIPO
12.30 – 14.00	Lunch	
14.00 – 15.00	Topic 13	Agricultural SMEs and Protection of New Varieties of Plants
	<u>Speaker:</u>	Mr. Raimundo Lavignolle, Senior Counsellor International Union for the Protection of New Varieties of Plants (UPOV)
15.00 – 16.00	Topic 14	Resolving IP Disputes–Arbitration and Mediation
	<u>Speaker:</u>	Ms. Eun Joo Min, Senior Legal Officer, WIPO Arbitration and Mediation Center
16.00 – 16.30	Coffee break	
16.30 – 17.30	Group Discussion	

Thursday, May 6, 2004

09.00 – 10.00	Overview of the WTO and the TRIPS Agreement
10:00 – 10:30	Coffee break
10.30 – 11.30	Intellectual Property Teaching and Training in the WIPO Worldwide Academy Experience
11:30 – 12:15	General Discussion
12.15 – 12.30	Closing Ceremony

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