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| **Workshop** | | | |
| WIPO/SMEs/NAP/19/INF/1 PROV. | | | |
| ORIGINAL: English | | | |
| DATE: June 18, 2019 | | | |

**Intellectual Property as a Strategic Asset for SMEs and Start-ups**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Directorate General for the Fight Against Counterfeiting – Italian Patent and Trademark Office (DGLC-UIBM), Ministry of Economic Development

in collaboration with

the SMES Industry Association (CONFAPI)

and

the International Chamber of Commerce (ICC)

**Naples, Italy, September 17, 2019**

Provisional Program

*prepared by the International Bureau of WIPO*

Tuesday, September 17, 2019

9.00 – 9.30 Registration

9.30 – 10.00 **Opening Session**

Welcome addresses by:

* Prof. Gaetano Manfredi, Rector, University of Naples “Federico II”, Naples, Italy
* Ms. Simona Marzetti, Head, International Affairs, Directorate General for the Fight Against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Rome
* Mr. Giovanni Napolitano, Deputy Director, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO), Geneva
* Mr. Raffale Marrone, President, Confapi Napoli, Naples, Italy
* Avv. Michele Elio de Tullio, Chairman, IP Commission, ICC, Rome

10.00 – 10.40 **Topic1 What is Intellectual Property (IP) Management? Why is it Important for SMEs?**

WIPO and its Role to Support SMEs in E-Commerce, Branding, Exporting

Speaker: Mr. Giovanni Napolitano

Questions and Answers

10.40 – 11.30 **Topic 2 Trademarks, Geographical Indications, Designs**

WIPO Services, Databases, Publications and their use by SMEs

Case Study: Giacomo Maggiaro, Biological Farm Franca Battista

Speaker: Mr. Giovanni Napolitano

Questions and Answers

11. 30 – 11.45 Coffee Break

11.45 – 13.00 **Topic 3 The Role of Patents for SMEs**

IP Diagnostics for SMEs: A New Tool to Help SMEs use IP to Protect their Assets

Case Study: Mr. Flavio Farroni, CEO & Co-founder, MegaRide

Speaker: Mr. Giovanni Napolitano

Questions and Answers

13.00 – 14.00 Lunch Break

14.00 – 15.30 **Topic 4 Trade Secrets, IP Information and IP Tools for SMEs**

Speakers: Avv. Michele Elio de Tullio

Mr. Roberto Sandrini, Project Manager, VIP4SMEs EU Project, Venice, Italy

Questions and Answers

15.30 – 16.20 **Topic 5 IP Enforcement and its Challenges**

Case Study

Speakers: Ms. Simona Marzetti

Mr. Graziano Mazza, *Amministratore Delegato*, PREMIATA srl, Fermo, Italy

Questions and Answers

16.20 – 16.30 **CLOSING SESSION**

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