



REGIONAL CENTER FOR THE  
PROMOTION OF THE BOOK IN LATIN  
AMERICA AND THE CARRIBEAN



GOVERNMENT OF PARAGUAY



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## NATIONAL WORKSHOP

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**WIPO/CR/ASU/12/1 PROV.**  
**ORIGINAL: ENGLISH**  
**DATE: MAY 31, 2012**

## National Workshop on Intellectual Property and Creative Industries

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
Regional Center for the Promotion of the Book in Latin America and the Caribbean (CERLALC)

and

the Government of Paraguay

**Asunción, June 14 and 15, 2012**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, June 14, 2012

- 8.30 – 9.30 Registration
- 9.30 – 10.00 Opening and Welcome Remarks
- The Representative of Regional Center for the Promotion of the Book in Latin America and the Caribbean (CERLALC), Bogota
- The Representative of the World Intellectual Property Organization (WIPO), Geneva
- The Representative of the Government of Paraguay, Asunción
- 10.00 – 11.00 **Topic 1 Basic Notions of Copyright and Related Rights**
- Speaker: Mrs. Monica Torres, Director, CERLAC, Bogota
- 11.00 – 11.30 Coffee Break
- 11.30 – 12.30 **Topic 2 Copyright as a Source for Economic Growth and Development: An Overview of WIPO Studies on Creative Industries**
- Speaker: Mr. Dimiter Gantchev, Deputy Director, Creative Industries Section, WIPO
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Topic 3 Creative Industries: Concept and Development**
- Speaker: Professor Andy C. Pratt, Professor of Culture, Media and Economy, King's College, London
- 15.00 – 15.30 Coffee Break
- 15.30 – 16.30 **Topic 4 The National Copyright Framework and its Impact on Creative Industries**
- Speaker: Mrs. Maria Elena Odeja, Director of National Collective Management Entity for Phonographic (SDG), Asunción

Friday, June 15, 2012

- 9.30 – 10.30 **Topic 5 Boosting Competitiveness of Creative Industries through Intellectual Property**
- Speaker: Professor Andy C. Pratt
- 10.30 – 11.00 Coffee Break
- 11.00 – 12.00 **Topic 6: Business Models for Distribution of Creative Content**

Speaker: Mr. Octavio Kulesz, President, Editorial Teseo,  
Buenos Aires

12.00 – 14.00 Lunch Break

14.00 – 15.00 **Topic 7 Creative Industries in the Market Place**

Boosting Revenue Streams in the Music and Publishing Industry

Speaker: Mr. Octavio Kulesz

15.00 – 15.30 Coffee Break

15.30 – 16.30 **Topic 8 The Way Forward: A Creative Industries Strategy Panel**

Speaker: All speakers and Moderators

Mrs. Monica Torres

Mr. Dimiter Gantchev

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