



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



COLOMBIAN INDUSTRIAL PROPERTY
OFFICE



COLOMBIAN COPYRIGHT
OFFICE



INSTITUTO COLOMBIANO PARA EL
DESARROLLO DE LA CIENCIA
Y LA TECNOLOGÍA

WIPO INTERNATIONAL SEMINAR ON THE STRATEGIC USE OF INTELLECTUAL PROPERTY FOR ECONOMIC AND SOCIAL DEVELOPMENT

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Government of Colombia
through
the Colombian Industrial Property Office (SIC),
the Colombian Copyright Office (DNDA)
and
the *Instituto Colombiano para el Desarrollo de la Ciencia y la Tecnología* (Colciencias)

Bogotá, D.C., August 21 to 25, 2006

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, August 21, 2006

8.00 – 8.30 Registration

8.30 – 9.00 OPENING CEREMONY

Welcome addresses by:

Mr. Sherif Saadallah, Executive Director, Office of Strategic Use of Intellectual Property for Development, World Intellectual Property Organization (WIPO), Geneva

Sr. Alejandro Borda Rojas, Viceministro de Asuntos Multilaterales, Ministerio de Relaciones Exteriores, Bogotá, D.C.

9.00 – 9.30 Coffee Break

9.30 – 11.00 THEME 1: The Conceptual Framework: Intellectual Property and its Interface with Economic Development

(a) Historical Framework

Speaker: Mr. Nuno Pires de Carvalho, Acting Director, Division for Legislation, Public Policy and Development, WIPO, Geneva

(b) Paradigm Shift

Speaker: Mr. Pushpendra Rai, Acting Director, Intellectual Property and Economic Development Division, WIPO, Geneva

11.00 – 12.30 THEME 2: Innovation, Economic Development and Intellectual Property Strategy in Latin America and the Caribbean

Speakers: Mr. Mario Cimoli, Economic Affairs Officer, Division of Production, Productivity and Management, Economic Commission for Latin America and the Caribbean (ECLAC), Santiago

Sr. John Rodríguez, Coordinator, National Planning Department, Bogotá, D.C.

12.30 – 13.00 Coffee Break

13.00 – 14.30 THEME 3: Intellectual Property and Economic Development: Focus on
Select Industry

(a) Pharmaceutical Industry

Speakers: Mrs. Mirta Levis, Executive Director, Latin American
Association of Pharmaceutical Industries (ALIFAR),
Buenos Aires

Mrs. María Claudia García, *Directora Ejecutiva, Asociación
de Laboratorios Farmacéuticos de Investigación (AFIDRO)*,
Bogotá, D.C.

(b) Agriculture Industry

Speaker: Mr. Alfredo Ruiz, President, CropLife Latin America,
Miami, United States of America

Tuesday, August 22, 2006

8.00 – 9.30 THEME 3: Intellectual Property and Economic Development: Focus on
Select Industry (continuation)

(c) Music Industry

Speakers: Mr. Lloyd Stanbury, Attorney at Law, Member of the Board of
Directors of the Recording Industry Association of Jamaica
and CEO of Caribbeat Entertainment Limited, Kingston

(d) Software Industry

Speaker: Mr. Andrés López, Senior Researcher, *Centro de
Investigaciones para la Transformación (CENIT)*,
Buenos Aires

Mr. Andrés Espinosa, Apoderado General en Colombia,
Business Software Alliance (BSA), Bogotá, D.C.

9.30 – 10.00 Coffee Break

- 12.00 – 12.30 Coffee Break
- 12.30 – 14.00 THEME 9: Intellectual Property and Traditional Knowledge: Exploiting its Economic Potential
- Speakers: Mr. Nuno Pires De Carvalho
- Mr. Álvaro Gutiérrez Bendezú, Legal Advisor (a.i.),
Secretariat General of the Andean Community (SGCA),
Lima
- 14.00 – 14.30 Review Session

Thursday, August 24, 2006

- 8.30 – 10.00 THEME 10: Intellectual Property and Technical Cooperation
- Speakers: Mr. Alejandro Roca Campañá, Director, Economic Development Bureau for Latin America and the Caribbean, WIPO, Geneva
- Mrs. Luz Celeste Ríos de Davis, Director General, Registry of Industrial Property, Ministry of Commerce and Industries, Panama
- Mr. Ricardo Ignacio Vélez Benedetti, Minister Counselor, Permanent Mission of the Republic of Colombia to the United Nations Office and Other International Organizations at Geneva
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.30 Break-out Sessions: Group Discussions on Policy Issues by Government Delegations
- Group 1 (English and Spanish): International Commitments and National Interests - Striking the Right Balance
- Group 2 (Spanish): Strengthening of Administrative Systems and Capacity Development
- Group 3 (English): Intellectual Property Rights and University-Industry Partnerships: Deriving Value from Academic Research

12.30 – 13.00 Coffee Break

13.00 – 14.30 Break-out Sessions: Group Discussions on Policy Issues (continuation)

Friday, August 25, 2006

8.30 – 10.30 THEME 11: Presentation and Discussion of Group Reports in
Plenary Session

Groups 1 and 2

10.30 – 11.00 Coffee Break

11.00 – 12.00 THEME 11: Presentation and Discussion of Group Reports in
Plenary Session (continuation)

Group 3

12.00 – 12.30 CLOSING CEREMONY

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