



COMMITTEE OF INTELLECTUAL PROPERTY RIGHTS,
MINISTRY OF JUSTICE OF THE REPUBLIC OF KAZAKHSTAN



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

NATIONAL SEMINAR

WIPO/SMES/TSE/14/INF/1 PROV.

ORIGINAL: ENGLISH

DATE: AUGUST 2014

Intellectual Property for Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Committee of Intellectual Property Rights, Ministry of Justice of the Republic of Kazakhstan

Astana, September 3 and 4, 2014

PROVISIONAL PROGRAM

prepared by the Secretariat.

Wednesday, September 3, 2014

9.00 – 9.30 Registration

9.30 – 9.50 Opening Ceremony

Welcome addresses by:

Representative of the Government of the Republic of Kazakhstan

Mr. Evgeniy Sesitsky, Consultant, Section for Caucasian, Central Asian and Eastern European Countries, Department for Transition and Developed Countries, WIPO, Geneva

- 9.50 – 10.30 Topic 1 Role of WIPO in the Development of the National IP Systems in Countries in Transition. WIPO's Activities for SMEs Support

Speaker: Mr. Evgeniy Sesitsky
- 10.30 – 11.10 Topic 2 State Policy on the Development of Small and Medium-sized Business in Kazakhstan

Speaker: Representative of the Government of the Republic of Kazakhstan (to be confirmed (tbc))
- 11.10 – 11.25 Coffee Break
- 11.25 – 12.05 Topic 3 Effective IP Asset Management as a Tool for Enhancing the Competitiveness of SMEs in Domestic and International Markets

Speaker: Mr. Stephen Robertson, Chairman, Licensing Executives Society for Scotland
- 12.05 – 12.45 Topic 4 Role of Inventions and Utility Models in Leveraging Technical Innovations in a Marketplace

Speaker: Local speaker (tbc)
- 12.45 – 13.00 Discussions
- 13.00 – 14.30 Lunch Break
- 14.30 – 15.00 Topic 5 Role of Trademarks and Industrial Designs in Branding

Speaker: Local speaker (tbc)
- 15.00 – 15.30 Topic 6 Transfer of IPRs and Technology Transfer

Speaker: Mr. Evgeniy Sesitsky
- 15.30 – 16.00 Topic 7 IP Assets Management and IP Audit: Company's Business Strategy

Speaker: Mr. Stephen Robertson
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 Topic 8 Company's Strategy on IP Management: National Experience

Speakers: Representative of a local SMEs 1 (tbc)

Representative of a local SMEs 2 (tbc)

Representative of a local SMEs 3 (tbc)
- 17.00 – 17.30 Evaluation and closing of the first day of the seminar

Thursday, September 4, 2014

- 9.30 – 10.10 Topic 9 Policies and Measures on the Support of SMEs in the Field of IP: Good Practices and Lessons Learned (International Experience)
- Speaker: Mr. Stephen Robertson
- 10.10 – 10.50 Topic 10 National IP Strategy and the Enhancement of SMEs Capacities on IP Management in Kazakhstan
- Speaker: Representative of the Committee of Intellectual Property Rights, Ministry of Justice of the Republic of Kazakhstan (tbc)
- 10.50 – 11.10 Coffee Break
- 11.10 – 11.40 Topic 11 Recommendations on Strengthening the Role of Innovative SMEs in CIS Countries: WIPO Study
- Speaker: Mr. Evgeniy Sesitsky
- 11.40 – 12.30 Topic 12 Panel Discussion: Current Challenges Faced by SMEs in the Field of IP in Kazakhstan - Needs Assessment for Further Development
- Moderators: Mr. Evgeniy Sesitsky
Mr. Stephen Robertson
- Speakers: All participants
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.30 Topic 13 Policy Development Session: Drafting Recommendations on Strengthening Capacities of SMEs to Use IP in Kazakhstan
- Moderators: Mr. Evgeniy Sesitsky
Mr. Stephen Robertson
- Participants: Representatives of the Government of the Republic of Kazakhstan
Representatives of the SMEs Support Institutions of the Republic of Kazakhstan
Representatives of the SMEs
- 15.30 – 15.50 Coffee Break
- 15.50 – 16.30 Topic 13 Policy Development Session: Drafting Recommendations on Strengthening Capacities of SMEs to Use IP in Kazakhstan (continued)
- 16.30 – 17.00 Evaluation and closing of the seminar

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