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NATIONAL OFFICE OF  
INTELLECTUAL PROPERTY OF VIET NAM (NOIP)



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

**WIPO ASEAN SUB-REGIONAL SEMINAR ON THE ROLE OF  
INTELLECTUAL PROPERTY IN THE DEVELOPMENT OF SMALL  
AND MEDIUM-SIZED ENTERPRISES (SMES)**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the National Office of Intellectual Property of Viet Nam (NOIP)

**Ho Chi Minh City, November 4 to 6, 2003**

PROVISIONAL PROGRAM

*Document prepared by the International Bureau of WIPO*

Tuesday, November 4, 2003

8.00 – 8.30	Registration	
8.30 – 9.00	Opening	Addresses by:  Representative of the Government of Viet Nam  Representative of the World Intellectual Property Organization (WIPO)  Keynote speaker
9.00 – 10.15	Session I	Role of Intellectual Property Rights (IPRs) in National Policy for Encouraging Entrepreneurship and Enhancing the Competitiveness of SMEs  Speaker: - Dr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
10.15 – 10.45		Coffee/tea break
10.45 – 12.00	Session II	Leveraging Business/Trade Secrets for Competitive Advantage; Examples and Case Studies  Speaker: - Professor Prabuddha Ganguli, Advisor, VISION-IPR, Mumbai, India
12.00 – 14.00		Lunch break
14.00 – 15.15	Session III	Trademarks and Branding Strategies of SMEs; Importance of Licensing and Franchising; Examples and Case Studies  Speaker: - Ms. Vivien Irish, Director of IP, NXT plc, United Kingdom
15.15 – 15.45		Coffee/tea break
15.45 – 17.00	Session IV	The Power of Designs in Successful Marketing by SMEs; Examples and Case Studies  Speaker: - Professor Prabuddha Ganguli

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