

**WIPO/KIPO/NOIP/SMEs/08**

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NATIONAL OFFICE OF INTELLECTUAL  
PROPERTY OF VIETNAM



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



KOREAN INTELLECTUAL PROPERTY OFFICE

**WIPO-KIPO-NOIP NATIONAL SEMINAR  
ON USING IP PANORAMA  
FOR BUILDING CAPACITY OF  
SMALL AND MEDIUM-SIZED ENTERPRISES  
FOR STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT**

organized by

the World Intellectual Property Organization (WIPO)

the Korean Intellectual Property Office (KIPO)

and the National Office of Intellectual Property of Vietnam (NOIP)

**Ha Noi (Vietnam), March 18, 2008**

FINAL PROGRAM

*prepared by the International Bureau of WIPO*

Friday, March 18, 2008

- 09:00 – 09:30 Registration
- 09.30 – 10.00 OPENING CEREMONY
- Opening Remarks by NOIP, KIPO and WIPO
- 10.00 – 10.20 Coffee Break
- 10.20 – 11.20 Topic 1: IP Awareness and Capacity of Vietnamese Entrepreneurs and SMEs and Capacity Building Activities of NOIP and Agency of SME Development, etc
- Mr. Pham Hong Quat, Official, Legislation and Policy Division, NOIP,  
Nguyen Khac Huy, Agency of SME Development,  
Nguyen Van Giap, Vice Director, Vietnam Chamber of Commerce and Industry (VCCI)
- 11.20 – 11.40 Topic 2: Korean National Experience on Building Intellectual Property Awareness and Capacity of Small and Medium-sized Enterprises
- Speaker: Mr. Jae-Hyun AHN, Director, Industrial Property Policy Division, KIPO
- 11.40 – 12.00 Topic 3: KIPO Innovation for Customer Satisfaction Utilizing IT Technology
- Speaker: Mr. Baek Jae-Hong, Deputy Director, Technical Cooperation Team, KIPO
- 12.00 – 12.30 Topic 4: WIPO Program of Activities on Building Intellectual Property Awareness and Capacity of entrepreneurs and SMEs
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
- 12.30 – 14.00 Lunch
- 14.00 – 15.00 Topic 5 IP PANORAMA as an Effective Capacity Building Tool for entrepreneurs, SMEs, etc
- Speaker: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO  
Mr. Baek Jae-Hong, Deputy Director, Technical Cooperation Team, KIPO
- 15.00 – 15.20 Coffee Break

15.20 – 16.20      Topic 6      Developing a National IP Action Plan for building the capacity of Entrepreneurs and SMEs to make effective use of the IP system

Speaker:    Mr. Guriqbal Singh Jaiya,  
                 Mr. Jae-Hyun AHN, Director, KIPO  
                 Ms. Nguyen Thi Thanh Ha, Director, NOIP

16.20 – 17.20      Group Discussion (all speakers and participants)

17.20 – 17.30      CLOSING CEREMONY

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