



MINISTRY OF SCIENCE AND
TECHNOLOGY

STATE INTELLECTUAL PROPERTY
OFFICE (SIPO)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

WIPO ASIAN REGIONAL SYMPOSIUM ON THE IMPORTANCE OF THE INTELLECTUAL PROPERTY SYSTEM FOR HIGH-TECH INDUSTRIES

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Ministry of Science and Technology of the Government of
the People's Republic of China,
the State Intellectual Property Office (SIPO) of
the People's Republic of China,
the Guangdong Bureau of Science and Technology
and the Guangdong Intellectual Property Administration
and with the assistance of
the Japan Patent Office (JPO)

Guangzhou, China, July 10 to 12, 2002

PROVISIONAL PROGRAM

Document prepared by the International Bureau of WIPO

July 10, 2002, Wednesday

9.30–10.00	Registration	
10.00–10.30	Opening Ceremony:	
	Addresses by	Representative of the Government of the People's Republic of China Representative of the Japan Patent Office (JPO) Mrs. Rita Derrick Hayes, Deputy Director General, the World Intellectual Property Organization (WIPO)
10.30–11.00	Teabreak	
11.00–12.30	Theme I:	Importance of Protection and Management of Intellectual Property Assets for Faster and Sustainable Economic Growth; Measures to Support High-Tech Enterprises in Achieving International Competitiveness
	Speakers:	Mr. Tian Lipu, Deputy Commissioner, State Intellectual Property Office of the People's Republic of China, Beijing, China Mr. Yuji Okuma, Director, Regional Policy Office, International Affairs Division, Japan Patent Office (JPO), Tokyo, Japan
	Discussion	
12.30–14.00	Lunchbreak	
14.00–15.30	Theme II:	Main Elements of the Intellectual Property (IP) System; Recent Developments and Emerging Policy Issues; Practical IP Issues in Developing a Business Plan for a High-Tech Enterprise
	Speakers:	Mr. Jiahao Li, Deputy Director, Cooperation for Development Bureau for Asia and the Pacific, the WIPO

July 10, 2002, Wednesday (Continued)

Dr. Karl Rackette, Intellectual Property Attorney
RACKETTE Partnerschaft Patentanwälte,
Freiburg, Germany

Discussion

15.30–16.00

Teabreak

16.00–17.30

Theme III:

Integrating Intellectual Property Management
Strategy into Corporate and Business Strategy;
From Generation of New Ideas to Launch of
New Products

Speakers:

Mr. Lau Kok Keng, Head, Technology Practice
Group, c/o Rajah & Tann, Singapore

Mr. Donald Bollella, Chief Patent Counsel,
Burstein Technologies, Inc., Irvine, United
States of America

Discussion

18.00

WIPO Reception

July 11, 2002, Thursday

9.00–10.30

Theme IV:

Intellectual Property Information Services:
Patent Documents as a Source of Business and
Technical Information; Availability, Access and
Cost – Online Demonstration

Speakers:

Professor Prabuddha Ganguli, Advisor, Vision -
IPR, Mumbai, India

Mr. Sungchang Jung, Deputy Director,
Information Planning Division, Information and
Document Bureau, Korean Intellectual Property
Office, Daejeon, the Republic of Korea

Discussion

10.30–11.00

Teabreak

July 11, 2002, Thursday (Continued)

11.00–12.30	Theme V:	Corporate Image (CI), Product Positioning and Brand Equity: The Successful Use of Trademarks and Industrial Designs – Creation, Development, Management and Use in Marketing and Advertising
	Speakers:	Professor Prabuddha Ganguli Mr. Guriqbal Singh Jaiya, Deputy Director, Small and Medium -sized Enterprises Division , the WIPO
	Discussion	
12.30–14.00	Lunch break	
14.00–15.30	Theme VI:	Actions and Remedies and Dispute Resolution Mechanisms for the Effective Enforcement of Intellectual Property Rights; The Economic Benefits of Combating Piracy and Counterfeiting
	Speakers:	Mr. Donald Bollella Mr. Takeshi Yamazaki, Senior Manager, Canon Asia Marketing Group, Corporate Intellectual Property Division, Canon (China) Co. Ltd., Beijing, People's Republic of China
	Discussion	
15.30–16.00	Tea break	
16.00–16.30	Theme VII	Role of WIPO in Promoting the Use of the Intellectual Property System by High -Tech Small and Medium -Sized Enterprises (SMEs); IP Services in Science and Technology Parks and Business Incubators
	Speaker:	Mr. Guriqbal Singh Jaiya, Deputy Director, Small and Medium -sized Enterprises Division , the WIPO

July 11, 2002, Thursday (Continued)

16.30–17.30	Theme VIII:	Case Studies – Successful Intellectual Property Strategies; Experience of High -Tech Start -ups
	Speaker:	Mr. Satoshi Asahi, Senior Manager, Intellectual Property Division, Toshiba (China) Co. Ltd., Beijing, People's Republic of China
	Discussion	

July 13, 2002, Friday

9.00–10.30	Theme VIII	Case Studies – Successful Use of the Intellectual Property System; Turning High-Tech Inventions and Innovations into Profit -making Assets in the Marketplace
	Speakers:	Mr. Lau Kok Keng Dr. Karl Rackette
	Discussion	
10.30–11.00	Teabreak	
11.00–12.00	Panel discussion	Priority Issues for Asian High -Tech Enterprises, Particularly SMEs in Harnessing the Intellectual Property System for Business Success All speakers and participants
12.00–12.15	Closing Ceremony	

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