



NATIONAL INTELLECTUAL
PROPERTY
OFFICE OF SRI LANKA



JAPAN PATENT OFFICE



REGIONAL TRAINING

WIPO/SMES/CO/11/INF/1
ORIGINAL: ENGLISH
DATE: MARCH 2011

Training of Trainers Program for Small and Medium-Sized Enterprises (SMEs) Support Institutions

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the National Intellectual Property Office of Sri Lanka (NIPO)

and with the assistance of

the Japan Patent Office (JPO)

Colombo, Sri Lanka, March 7 to 10, 2011

PROGRAM

prepared by the International Bureau of WIPO

Monday, March 7, 2011

8.30 – 9.00	Registration	
9.00 – 9.30	Opening ceremony	
	Welcome addresses by:	
		Dr. D.M. Karunaratna, Director General, National Intellectual Property Office of Sri Lanka (NIPOS), Colombo
		Mr. Takuya Nishida, Information Dissemination and Policy Promotion Division, the Japan Patent Office (JPO), Tokyo
		Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization (WIPO), Geneva
9.30 – 10.00	Coffee Break	
10.00 – 11.00	Topic 1	The Role of Intellectual Property (IP) Assets in Strengthening the Competitiveness of Small and Medium-Sized Enterprises (SMEs)
	Speaker:	Mrs. Tamara Nanayakkara, Counsellor, Small and Medium-Sized Enterprises Division, World Intellectual Property Organization (WIPO), Geneva
THEME 1	NATURE AND CONTENT OF IP ASSETS	
11.00 – 12.00	Topic 2	“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place
	Speaker:	Mr. Prabuddha Ganguli, CEO, Vision IPR, Mumbai
12.00 – 13.30	Lunch Break	
13.30 – 14.30	Topic 3	“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
	Speaker:	Dr. Kristina Janusauskaite, LL.M. IP Lecturer, Vilnius University, Lithuania Advocate, Law Firm "Baltic Legal Solutions Lithuania"
14.30 – 15.30	Topic 4	Collective Marketing - Adding Value with Geographical Indications, Certification Marks and/or Collective Marks
	Speaker:	Mr. Prabuddha Ganguli
15.30 – 16.00	Coffee Break	

16.00 – 17.00 Topic 5 “In Confidence” – Putting in Place a Trade Secret Protection Program
 Speaker: Mr. Guriqbal Singh Jaiya

18.00 – 19.00 Reception

Tuesday, March 8, 2011

9.00 – 10.00 Topic 6 “Inventing the Future” – The Importance of Inventive and Innovative Activity in Maintaining Competitiveness
 Speaker: Mr. Kazuyuki Motohashi, Professor,
 Department of Technology
 Management for Innovation (TMI)
 School of Engineering, the University of
 Tokyo, Tokyo

10.00 – 11.00 Topic 7 “Creative Expression” – Benefitting from your Copyright and Using the Copyright Works of Others
 Speaker: Dr. Kristina Janusauskaite

11.00 – 11.30 Coffee Break

THEME 2: MANAGEMENT OF IP ASSETS

11.30 – 12.30 Topic 8 Competitive Intelligence – Using IP Information
 Speaker: Mr. Kazuyuki Motohashi

12.30 – 14.00 Lunch Break

14.00 – 15.00 Topic 9 Exploiting IP Assets: Licensing, Franchising and Merchandising
 Speaker: Mrs. Tamara Nanayakkara

15.00 – 16.00 Topic 10 Intangible Assets and Finance
 Speaker: Mr. Guriqbal Singh Jaiya

16.00 – 16.30 Coffee Break

16.30 – 17.30 Topic 11 IP in the Digital Economy
 Speaker: Mr. Guriqbal Singh Jaiya

Wednesday, March 9, 2011

9.00 – 10.00 Topic 12 International Trade and IP
 Speaker: Mrs. Tamara Nanayakkara

10.00 – 10.30 Coffee Break

10.30 – 11.30	Topic 13	IP Audit Speaker: Mr. Prabuddha Ganguli
11.30 – 12.30	Topic 14	Enforcing Intellectual Property Rights (IPRs) Speakers: Dr. Kristina Janusauskaite
12.30 – 14.00	Lunch Break	
14.00 – 15.00	Topic 15	Fostering University Industry Relations Speaker: Mr. Kazuyuki Motohashi
15.00 – 15.30	Coffee Break	
THEME 3	Country Experiences and SMEs Support Instruments: Case Studies and Development of IP Tools	
15.30 – 17.30	Topic 16	Case Studies: Strategic Use of IP in an Enterprise or Industrial Sector Speakers: A participant from China A participant from India A participant from Malaysia A participant from Thailand

Thursday, March 10, 2011

9.00 – 11.00	Topic 17	IP Support Services for SMEs: Creating a Tool Box of Support Services Speakers: Mr. Chandrarathna D. Vithanage, Senior Assistant Secretary General, The Ceylon Chamber of Commerce, Colombo Mr. Takuya Nishida Mr. Guriqbal Singh Jaiya
11.00 – 11.30	Coffee Break	
11.30 – 13.00		Evaluation of speakers and participants Distribution of Certificates
13.00	Closing ceremony	

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