



WORKSHOP

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International Workshop on the Administration of Intellectual Property Academies: Methodologies and Future Collaboration

organized by
the World Intellectual Property Organization (WIPO)

Geneva, April 26 to 29, 2011

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, April 26, 2011

- 9.15 – 9.30 Welcome address by: Mr. Geoffrey Onyeama, Deputy Director General, Development Sector, WIPO, Geneva
- 9.30 – 10.00 **WIPO and National Intellectual Property (IP) Academies Project: Project DA_10_01**
- Speakers: Mr. Marcelo Di Pietro, Acting Director, WIPO Academy
- Mrs. Isabella Pimentel, Consultant, WIPO Academy
- 10.00 – 10.15 Discussion
- 10.15 – 10.30 Coffee Break
- 10.30 – 12.00 **Setting-up and Developing an IP Academy: Challenges, Risks, Potentials, Effective Organizational Models, Structures and Administration of Activities**
- Moderator: Mr. Marcelo Di Pietro
- Speakers: Mr. Ho Cheng Huat, Director, Intellectual Property Academy of Singapore, Singapore
- Mr. Roland Tschudin, Senior IP trainer, Law and International Affairs, Swiss Federal Institute of Intellectual Property, Berne
- Mr. Harald Pichlhöfer, Administrator, Operations and Customer Care, European Patent Academy (EPA), Munich
- 12.00 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.00 **Ensuring Sustainability of IP Academies: Strategies for Mobilizing Human and Financial Resources from Public and Private Sectors**
- Moderator: Mr. Vladimir Yossifov, IP Consultant, Sofia
- Speakers: Mr. Roland Tschudin
- Mr. Ho Cheng Huat
- Mr. Joseph Bradley, Head, Intergovernmental Organizations and Partnerships Section, WIPO
- 15.00 – 15.30 Discussion

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- 15.30 – 16.15 **Optimizing the Function of IP Academies: Building Training Institutions that Respond to Actual Needs**
- Moderator: Mr. Marcelo Di Pietro
- Speakers: Mr. Harald Pichlhöfer
- Mr. Germán Cavazos-Treviño, IP Education Expert,
 Monterrey, Mexico
- Mr. Vladimir Yossifov
- 16.15 – 16.30 Coffee Break
- 16.30 – 17.30 **Exchange of Expertise and Information: The Importance of IP Teaching and Research Networks**
- Moderator: Mr. Tshimanga Kongolo, Acting Deputy Director and
 Head, Professional Development Program, WIPO
 Academy
- Speakers: Mr. Harald Pichlhöfer
- Mr. Ho Cheng Huat
- Mr. Roland Tschudin
- 17.30 – 18.00 Discussion
- 18.00 – 18.45 **Training of Staff in Technology Transfer Offices**
- Speakers: Mrs. Olga Spasic, Senior Program Officer, Innovation
 and Technology Transfer Section, WIPO
- Mr. Vladimir Yossifov
- 19.00 – 20:00 Reception offered by WIPO

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Wednesday, April 27, 2011

9.00 – 10.30	Distance Learning Courses as Training Tools: Challenges and Experiences
	Moderator: Mr. Patrick Masouyé, Director-Advisor, WIPO Academy
	Speakers: Mrs. Altaye Tedla, Head, Distance Learning Program, WIPO Academy
	Mr. Alejandro Flores-Jiménez, Head, Materials, Media and Technology Unit, EPA
	Mr. Nicolas Seidler, Manager, Strategic Global Engagement, Internet Society (ISOC), Geneva
10.30 – 10.45	Discussion
10.45 – 11.00	Coffee Break
11.00 – 12.15	Development and Offering of Distance Learning Courses: The Perspective of Developing Countries
	Moderator: Mrs. Altaye Tedla
	Speakers: Mr. Nguyen Van Bay, Director of Research and Training Center, National Office of Intellectual Property of Vietnam (NOIP), Hanoi
	Mrs. Claudia González Muñoz, Specialist “A” in Industrial Property, Mexican Institute of Industrial Property (IMPI), Mexico
	Ms. Guadalupe Nava, Supervisor of Notorious Trademarks, Research Control and Document Processing, IMPI, Mexico
12.15 – 12.30	Discussion
12.30 – 13.30	Lunch Break
13.30 – 14.15	The Use of Information Technology (IT) Tools for Administration of Distance Learning Courses
	Speakers: Mrs. Caroline Storan, Information Technology Liaison Officer, WIPO Academy
	Mr. Jean-Jacques Buregeya, Consultant, WIPO Internet Services Section
14.15 – 14.45	Discussion

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- 14.45 – 15.15 **IP Education in Universities and Tertiary Institutions: IP Teaching for Specific Target Groups**
- Moderator: Mrs. Martha Chikowore, Training Officer, WIPO Academy
- Speakers: Mr. Germán Cavazos-Treviño
- Mrs. Karen Lee Rata, Senior Counsellor, WIPO Academy
- 15.15 – 16.00 **Capacity Building for Government Officials and IP Office Staff**
- Moderator: Mr. Vladimir Yossifov
- Speakers: Mr. Tshimanga Kongolo
- Mr. Harald Pichlhöfer
- 16.00 – 16.15 Discussion
- 16.15 – 16.30 Coffee Break
- 16.30 – 17.15 **IP Research and the Use of IP Case studies for Educational Purposes: Views and Challenges**
- Moderator: Mr. Vladimir Yossifov
- Speakers: Mr. Tshimanga Kongolo
- Mrs. Altaye Tedla
- 17.15 – 18.00 **Special Programs for Small and Medium-Sized Enterprises (SMEs)**
- Moderator: Mr. Vladimir Yossifov
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises (SMEs) Division, WIPO

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Thursday, April 28, 2011

9.00 – 10.30	Higher Education Programs: Partnerships, Accreditation and Development of Curriculum
	Speakers: Mr. Tshimanga Kongolo Mr. Ho Cheng Huat
10.30 – 11.00	Discussion
11.00 – 11.15	Coffee Break
11.15 – 12.00	Training for Technology and Innovation Support Centers (TISC) Staff
	Speakers: Mr. Andrew Czajkowski, Head, Innovation and Technology Support Section, WIPO Mrs. Altaye Tedla
12.00 – 12.15	Discussion
12.15 – 14.00	Lunch Break
14.00 – 16.00	Training on the Patent Cooperation Treaty (PCT), The Hague and Madrid Filing Systems
	Moderator: Mr. Tshimanga Kongolo
	Speakers: Mr. Quan-Ling Sim, Head, PCT Outreach and User Relations Section, WIPO Mr. William O'Reilly, Senior Legal Officer, Legal Section, Legal and Promotion Division, International Registries of Madrid and Lisbon, WIPO Mr. Yves Closet, Head, Information and Promotion Section, International Designs Registry, Brands and Design Sector, WIPO
16.00 – 16.15	Coffee Break
16.15 – 17.00	Training on Arbitration and Mediation Procedures
	Speaker: Mr. Adam Rattray, Head, Information and External Relations Sections, WIPO Arbitration and Mediation Center

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Friday, April 29, 2011

9.00 – 12.30 **Design and Development of IP Academies: Objectives, Plans and Challenges for Future Initiatives**

Breaking into groups for development of project documents

Group one: Coordinator: Mr. Germán Cavazos Treviño

Participants: Mrs. Diana Vivas Francisconi, Group Coordinator,
Banco de Patentes, Superintendencia de Industria y Comercio (SIC), Bogota D.C.

Mr. Fernando Ferraro Castro, Vice Minister for
Justice, *Ministerio de Justicia y Paz*, San Jose

Mrs. Gladys Josefina Aquino, Advisor to the Director
General, *Oficina Nacional de la Propiedad Industrial (ONAPI), Santo Domingo*

Mr. Gonzalo Ruiz, Director, *Escuela de la Competencia y la Propiedad Intelectual, Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual (INDECOPI), Lima*

Group two: Coordinator: Mrs. Isabella Pimentel

Participants: Mr. Djaballah Belkacemi, Head, Division of Quality
and Industrial Property, Ministry of Industry, SMEs
and Promotion of Investments, Alger

Mr. John Onyango, Acting Managing Director, Kenya
Industrial Property Institute (KIPI), Nairobi

Miss Lamia Kateb, Deputy Director, Directorate of
Industrial Property, *Institut national de la normalisation et de la propriété intellectuelle (INNORPI), Tunis*

Ms. Tene Reece, Deputy Controller, Intellectual
Property Office, Port of Spain

Mr. Byson C. Sabola, Training Officer, African
Regional Intellectual Property Organization (ARIPO),
Harare

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Group three:	Coordinator:	Mr. Vladimir Yossifov
	Participants:	Mr. Adel Elsaid Hassan Ewida, Acting President, Egyptian Patent Office, Cairo Mr. Abdulrezak Oumer, Special Advisor, Director General of the Ethiopian Intellectual Property Office, Addis Ababa Mr. Saad Al Dhafiri, Head, Training Center for Intellectual Property (IPTC), Secretariat of the Gulf Cooperation Council (GCC), Riyadh Mrs. Aysegül Demircioglu, Engineer, Patent Department, Turkish Patent Institute, Ankara
12.30 – 14.00	Lunch Break	
14.00 – 17.30	Plenary Session: Networking and Cooperation for IP Education and Training	
	Coordinator:	Mr. Marcelo Di Pietro
	Speakers:	All participants and speakers
17.30 – 17.45	Coffee Break	
17.45 – 18.00	Evaluation and Closing of the Program	

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