

WIPO



WIPO/SMEs/GE/05/1 Prov.

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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**WIPO FORUM ON INTELLECTUAL PROPERTY AND
SMALL AND MEDIUM-SIZED ENTERPRISES
FOR INTELLECTUAL PROPERTY OFFICES
OF OECD COUNTRIES
AND SOUTH MEDITERRANEAN COUNTRIES**

Geneva, May 25 and 26, 2005

PROVISIONAL PROGRAM

prepared by the Secretariat

Wednesday, May 25, 2005

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| 8.30 – 9.00 | Registration |
| 9.00 – 9.30 | Opening Ceremony: Address on behalf of the Director General by:

Sherif Saadallah, Executive Director,
Office of Strategic Use of Intellectual Property for
Development (WIPO) |
| 9.30 – 10.00 | Keynote address: WIPO and its SME-Related Activities

<u>Speaker:</u> Guriqbal Singh Jaiya, Director, SMEs Division, WIPO |
| 10.00 – 10.15 | Coffee Break |
| 10.15 – 12.45 | Theme 1: Outreach and Support Plans, Projects, Products and
Services for Schools, Colleges, Universities, Research
Institutes, Science/Research Parks, Technology Parks and
Innovation Centers

<u>Speakers:</u> Theodore Schultz, Director West Regional Office,
Mexican IP Office, Mexico

Miles Rees, Business Development Manager, Awareness,
Information & Media, UK Patent Office, London

Simona Marzetti (Mrs.), Secretary General, International
Network for Small and Medium-sized Enterprises
(INSME), Rome

Pascal Duyck, Training Design Manager, National
Institute of Industrial Property (INPI), Paris

Gilles Capart, Chairman of the Board, Proton Europe,
Belgium, Brussels |
| 12.45 – 14.00 | Lunch |

Wednesday, May 25, 2005 (cont.)

14.00 – 16.00	Theme 2:	Outreach and Support/Training Plans, Projects, Products and Services for Entrepreneurs, SMEs and SME Support and SME Finance Institutions, including Venture Capitalists
	<u>Speakers:</u>	Mika Waris, Director, Marketing and Business Services, National Board of Patents and Registration of Finland, Helsinki
		Richard Leclerc, Manager, Outreach and Dissemination Special Projects, Canadian Intellectual Property Office (CIPO), Ottawa-Hull
		Pascal Duyck, Training Design Manager, National Institute of Industrial Property (INPI), Paris
		Sophie Reboud (Ms.), Head of Management Department, Group ESC, Dijon
16.00 – 16.15	Coffee Break	
16.15 – 17.45	Theme 3:	Improvements in IP Information and Search Services
	<u>Speakers:</u>	Serge Quazzotti, Director of Technology Watch Centre, Technoport Schlassgoart, Luxembourg
		Roland Tschudin, Head of Training Center for Patents, Trademarks, Designs and Authors Rights, Swiss Federal Institute of Intellectual Property, Bern
		Mariano Nieto, Technical Advisor Patent Department, Spanish Patent and Trademark Office, Madrid

Thursday, May 26, 2005

9.00 – 11.00	Theme 4:	Marketing the Services of IP Offices to Business and Industry; Plans, Projects, Products and Services
	<u>Speakers:</u>	Giuseppe Perale, Manager, Politecnico of Milan, Milan Heike Scheuerpflug (Mrs.), Office, IPR-Helpdesk Officer, European Research and Project Office GmbH, Saarbrücken Roland Tschudin, Head of Training Center for Patents, Trademarks, Designs and Authors Rights, Swiss Federal Institute of Intellectual Property, Bern Serge Quazzotti, Director of Technology Watch Centre, Technoport Schlossgoart, Luxembourg
11.00 – 11.30	Coffee Break	
11.30 – 12.00	Theme 5:	On-line Newsletters, E-filing and E-support Services for Users of IP Office Services
	<u>Speaker:</u>	Christel Heremans (Ms.), Head of Service & Information, Benelux Trademark Office
12.00 – 12.30	Theme 6:	E-learning Programs on IP for Entrepreneurs, Engineers, Managers/Staff and Owners of SMEs
	<u>Speaker:</u>	Francesca Toso (Mrs.), Head, Distance Learning Section, WIPO
12.30 – 14.00	Lunch Break	
14.00 – 15.00	Theme 7:	Support for Dealing with Counterfeiting and Piracy
	<u>Speakers:</u>	Miles Rees, Business Development Manager, Awareness, Information & Media, UK Patent Office, London Silvia Navares Gonzales (Ms.), Head, International Cooperation and Courts Relations, Spanish Patent and Trademark Office, Madrid

Thursday, May 26, 2005 (cont.)

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| 15.00 – 15.30 | Theme 8: | Monetary Patent Valuation |
| | <u>Speaker:</u> | Guido Von Scheffer, Director Sales and Organization, IP
Bewertungs AG (IPB), Hamburg |
| 15.30 – 16.00 | | Coffee Break |
| 16.15 – 16.30 | Theme 9: | Research and Studies on Use of IP by SMEs |
| | <u>Speaker:</u> | Andrew Beale, Director, IP Wales, Swansea |
| 16.30 – 17.15 | | Round-table |

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