

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

INTERNATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND DEVELOPMENT

organized by
the World Intellectual Property Organization (WIPO)

jointly with
the United Nations Conference on Trade and Development (UNCTAD)
the United Nations Industrial Development Organization (UNIDO)

the World Health Organization (WHO)

and

the World Trade Organization (WTO)

Geneva, May 2 and 3, 2005

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

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Monday, May 2, 2005

Theme One Intellectual Property and Public Policy

10.00 – 10.15

Opening of Seminar

10.15 – 11.15

Topic 1

Public Health

Moderator: Dr. Charles Clift, Secretary of the Commission on Intellectual Property Rights, Innovation and Public Health, World Health Organization (WHO), Geneva

Speakers: Mr. Sisule F. Musungu, Team Leader, Intellectual Property, Investment and Technology Transfer Programme on International Trade & Development, South Centre, Geneva

Richard Wilder, Esq., Sidley Austin Brown & Wood LLP, Washington, D.C., United States of America

Dr. B. Vijayaraghavan, Director (IP), Ranbaxy Laboratoires Limited, Gurgaon, India

Dr. Mohga Smith, Health Adviser, OXFAM, Oxford, United Kingdom

11.15 – 11.35

Discussion

11.35 – 12.35

Topic 2

Biodiversity and Traditional Knowledge

Moderator: Mr. Themba N. Masuku, Director, Liaison Office with the United Nations, Food and Agriculture Organization (FAO), Geneva

Speakers: Mr. Hamdallah Zedan, Executive Secretary, Convention on Biological Diversity (CBD), Montreal, Canada

Dr. Graham Dutfield, Herchel Smith Senior Research Fellow, Queen Mary Intellectual Property Research Institute, University of London, United Kingdom

Mr. Antony Taubman, Acting Director and Head,
Traditional Knowledge Division, World
Intellectual Property Organization (WIPO),
Geneva

Mr. Roger Chennels, Attorney-at-Law, Chennels
Albertyn Attorneys, Stellenbosch, South Africa

12.35 – 13.00 Discussion

13.00 – 15.00 Lunch

15.00 – 16.15 Topic 3 Copyright and Related Rights in the Digital Environment

Moderator: Mr. Richard Owens, Director, Copyright
E-Commerce, Technology and Management
Division, WIPO, Geneva

Speakers: Ms. Teresa Hackett, Project Manager, Electronic
Information for Libraries (eIFL), Rome, Italy

Ms. Ana Maria Cabanellas, Lawyer, Publisher,
President of Editorial Heliasta and Editorial
Claridad, Buenos Aires, Argentina

Mr. Horacio Gutierrez, Associate General
Counsel, Microsoft Europe, Middle East and
Africa Region (EMEA), Paris

Dr. Sherif El-Kassas, Deputy Director, Center for
Academic Computing, the American University
of Cairo, Cairo

Ms. Paula Le Dieu, Executive Director, Creative
Commons International, London

16.15 – 16.40 Discussion

16.40 – 17.40 Topic 4 Competition Policy

Moderator: Mr. Adrian Otten, Director, Intellectual Property
Division, World Trade Organization (WTO),
Geneva

Speakers: Mr. Philippe Brusick, Head of Competition and
Consumer Policies Branch, United Nations
Conference on Trade and Development
(UNCTAD), Geneva

Mr. Menzi Simelane, Commissioner, Competition Commission, Lynwood Ridge, South Africa

Mr. Martin Khor, Director, Third World Network (TWN), Geneva

Mr. Peter Plompen, Senior Vice-President, Corporate Legal Affairs, Philips International BV, Eindhoven, Netherlands

17.40 – 18.00 Discussion

Tuesday, May 3, 2005

Theme Two

Intellectual Property and Development

10.00 – 11.15

Topic 5

Creating Value from Intellectual Property Assets and Transfer of Technology

Moderator: Ms. Lakshmi Puri, Director, Division on International Trade in Goods, Services and Commodities (DITC), UNCTAD, Geneva

Speakers: Mr. Martin Sandford, Senior Vice President, Director of Operations, British Technology Group (BTG), London

Dr. Prabuddha Ganguli, Mumbai, India, representing the United Nations Industrial Development Organization (UNIDO)

Mr. James Love, Director, Consumer Project on Technology, Washington, D.C., United States of America

Mr. Carlos A. Primo Braga, Senior Adviser, International Trade Department, the World Bank, Geneva

11.15 – 11.45

Discussion

11.45 – 13.00

Topic 6

Best Practices; National Experiences

Moderator: Dr. Prabuddha Ganguli, Mumbai, India, representing UNIDO

Speakers: Mr. Simon Anholt, International Branding Specialist and Consultant, London

Professor Barthelemy Nyasse, *chef du Laboratoire de chimie médicinale et bioorganique, Faculté des sciences, Université de Yaoundé, Cameroun*

Mr. Derek Bosworth, Emeritus Professor, Manchester School of Management, and Professor, Intellectual Property Research Institute, Melbourne University, Melbourne, Australia

Miss Chow Kit Boey, Senior Fellow, Intellectual Property Academy of Singapore

13.00 – 15.00 Lunch

15.00 – 16.30 Topic 6 cont'd Best Practices; National Experiences (cont'd)

Moderator: Mr. Douglas Lippoldt, Senior Trade Policy Analyst, Trade Directorate, Organisation for Economic Co-operation and Development (OECD), Paris

Speakers: Mr. Ramón González Figueroa, Director General, Tequila Regulatory Council, Tequila, Mexico

Dr. István Greiner, Deputy Director of Research, Richter Gedeon Rt., Budapest, Hungary

Mr. Mauricio Pinheiro Reis (Byafra), Artist, Musician and Composer, Green Songs, Brazil

Mr. Bobby Bedi, Managing Director, Kaleidoscope Entertainment PVT LTD, New Delhi, India

Dr. Li Yuguang, Deputy Commissioner, State Intellectual Property Office (SIPO), Beijing, China

16.30 – 17.45 General Discussion

17.45 – 18.00 Closing Remarks