



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



BENELUX-MERKENBUREAU
BUREAU BENELUX DES MARQUES
BENELUX TRADEMARKS OFFICE

BENELUX TRADEMARKS OFFICE

**WIPO FORUM ON INTELLECTUAL PROPERTY AND
SMALL AND MEDIUM-SIZED ENTERPRISES
FOR INTELLECTUAL PROPERTY OFFICES
AND OTHER RELEVANT INSTITUTIONS IN OECD COUNTRIES**

organized by
the World Intellectual Property Organization (WIPO)

and hosted by
The Benelux Trademark Office (BTO)

The Hague, June 14 and 15, 2006

PROVISIONAL PROGRAM

prepared by the Secretariat

Wednesday, June 14, 2006

9.00 – 9.30 Registration

9.30 – 10.00 Opening Ceremony address by:

Mr. E. Simon, Director General, Benelux Trademark
Office, The Hague

The Representative of the Director General of the World
Intellectual Property Organization (WIPO), Geneva

10.00 – 10.30 Keynote Speech WIPO Forum on IP and SMEs for OECD Countries

10.30 – 11.30 Theme 1 Outreach and Support Programs and Services on:
Trademarks and Industrial Designs for Entrepreneurs,
SMEs and SME Support and SME Finance Institutions,
including Venture Capitalists

Speakers: Cécile Hugo (Ms.), Head, INPI, Lille

Vedat Kunt, Director, ABIGEM, Izmir

Mauro De Bona, Campus srl, Innova Group, Rome

11.30 – 12.00 Coffee Break

12.00 – 13.00 Theme 2 Outreach and Support Plans, Projects, Products and
Services for Schools, Colleges, Universities, Research
Institutes, Science/Research Parks, Technology Parks and
Innovation Centers

Speakers: Andrew Beale, Director, IP Wales, Swansea

Jiles Capart, Chair of the Board, Proton Europe, Bruxelles

13.00 – 14.30 Lunch

- 14.30 – 15.30 Theme 3 Marketing the Services of IP Offices to Business and Industry; Plans, Projects, Products and Services
- Speaker: Philippe Cadre, Officer, INPI, Paris
- Lucia Sirera (Ms.), Senior Legal Expert, IPR-Helpdesk, Alicante
- 15.30 – 16.00 Coffee Break
- 16.00 – 17.00 Theme 4 Training Programs on Marketing and Branding, e.g.: Distance Learning, Institutional/Universities Programs on Trademark and Industrial Design
- Speaker: Theodore Schultz, Director West Regional Office, Mexican IP Office, Mexico
- Roberto Tiezzi, Officer, University of Milan, Milan
- Guriqbal Singh Jaiya
- 18.30 NETWORKING COCKTAIL

Thursday, June 15, 2006

- 9.30 – 10.30 Theme 5 Improvements in IP Information and Search Services: Trademark and Industrial Designs Search, Current Issues and Challenges for SMEs
- Speaker: Mario Rodriguez-Montero, Deputy Director General, Instituto Mexicano de la Propiedad Industrial, Ciudad del Mexico ; Angélica Silis, Coordinator, Information Technology Centre, Mexicano de la Propiedad Industrial, Ciudad del Mexico
- Serge Quazzotti, Director of Technology Watch Centre, Technoport Schlassgoart, Luxembourg
- Ágnes Vadász (Ms.), Vice-Director, Hungarian Patent Office, Budapest

Bruno Van Treeck, Manager Data Acquisition ,
Compumark ; Antwerpen; Rudy Sulmon, Senior Account
Manager, Compumark ; Antwerpen

10.30 – 11.00	Coffee Break	
11.00 – 12.00	Theme 6	Electronic Filing of Trademark and Industrial Designs
	Speaker:	Jean-Marie PUTZ, IT Manager, Process Support Department, Benelux Trademark Office, The Hague
		Chris Lewis, Business Event Manager, UK Patent Office, Newport
		Kristine Riskær (Ms.), Director, Trademarks and Designs, Danish Patent and Trademark Office, Copenhagen
12.00 – 14.00	Lunch	
14.00 – 15.00	Theme 7	Alternative Procedures for Resolving IP Disputes
	Speaker:	Eun Joo Min (Miss), Senior Legal Officer, WIPO, Geneva
15.00 – 15.30	Coffee Break	
15.30 – 16.30	Theme 8	Support for Dealing with Counterfeiting and Piracy: The Role of IP Offices
	Speaker:	Hae-Young Lim, Deputy Director, Industrial Property Protection Team, Korean IP Office, Daejeon Metropolitan City
		Mr. Giovanni De Sanctis, Technical Coordinator, Italian IP Office (UIBM)
		Chris Lewis, Business Event Manager, UK Patent Office, Newport
16.30 – 17.15	Round-table	
17.15	CLOSING CEREMONY	

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