



INTERNATIONAL NETWORK FOR SMALL
AND MEDIUM-SIZED ENTERPRISES



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

INTERNATIONAL TRAINING PROGRAM

WIPO-INSME/SMES/GE/10/ INF.1 PROV.
ORIGINAL: ENGLISH
DATE: DECEMBER 2, 2010

THIRD WIPO-INSME INTERNATIONAL TRAINING PROGRAM: FINANCING YOUR BUSINESS WITH INTELLECTUAL PROPERTY

Organized by

the World Intellectual Property Organization (WIPO)
the International Network for Small and Medium-sized
Enterprises (INSME)

**December 1 and 2, 2010, WIPO Headquarters, Geneva,
Switzerland**

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, December 1, 2010

9.00 – 9.30	Registration	
9.30 – 10.00	Opening Ceremony	
	Welcome address by:	
	Mr. Johannes Christian Wichard, Deputy Director General, World Intellectual Property Organization (WIPO), Geneva, Switzerland	
	Mrs. Simona Marzetti, Secretary General, International Network for Small and Medium-sized Enterprises (INSME), Rome	
10.00 – 10.30	Keynote Speech:	Intellectual Capital and the Financing Market
		Speaker: Mr. Guriqbal Singh Jaiya, , Director, Small and Medium-sized Enterprises Division, Geneva, Switzerland
		Questions and Answers
10.30 – 11.00	Coffee Break	
11.00 – 12.00	Topic 1	The Relevance of Intellectual Property (IP) for Acquiring/Securing Financing Making Intangible Assets More Tangible
		Speaker: Mr. Guriqbal Singh Jaiya
		Questions and Answers
12.00 – 13.00	Topic 2	Acquiring your Intellectual Capital: The Relevance of an IP Audit in your Business Strategy
		Speaker: Mr. Bob Hodgson, Managing Director, Zernike Group, London, United Kingdom
		Questions and Answers
13.00 – 14.30	Lunch Break	
14.30 – 17.00	Topic 3	Major Trends in IP Modernization
		Speaker: Mrs. Sylvain Roy, Managing Partner, High Spin Licensing, Geneva, Switzerland
		Questions and Answers
17.00 – 18.00	Coffee Break	

18.00 – 19.00	Topic 4	Intellectual Capital Regulatory Aspects: Accounting, Taxation, Financing Speaker: Mr. Stefano Zambon, Faculty of Economics, University of Ferrara, Ferrara, Italy Questions and Answers
19.00 – 19.30	Topic 5	Attributing Value to your Intangible Capital: IP Audit and Valuation Speakers: Mr. Stefano Zambon
19.30 – 21.00		Networking Cocktail
Thursday, December 2, 2010		
9.30 – 11.00	Topic 5	Strategic Use of Intellectual Capital, Options for Business Growth and Financing Speakers: Mr. Martin Bader, Head of Competence Center Intellectual Property Management, University of St. Gallen, St. Gallen, Switzerland Questions and Answers
11.00 – 11.30	Coffee Break	
11.30 – 13.00	Topic 6	Sources of Financing for Innovative SMEs: Public Sector Funds; Banks; Venture and Seed Capitalists; Business Angels Speakers: Mr. Bob Hodgson Mr. Luigi Amati Questions and Answers
13.00 – 14.30	Lunch Break	
14.30 – 16.30	Topic 7	Testing your Intellectual Capital Skills in a Financing Environment Speakers: Mr. Luigi Amati Mr. Bob Hodgson Mr. Martin Bader Questions and Answers
16.30 – 17.00		Closing Ceremony

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