

**WIPO**



**WIPO/SMEs/CWL/08/INF/1 Prov.**

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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

**SIXTH ANNUAL WIPO FORUM ON INTELLECTUAL PROPERTY AND  
SMALL AND MEDIUM-SIZED ENTERPRISES FOR INTELLECTUAL  
PROPERTY OFFICES AND OTHER RELEVANT INSTITUTIONS IN  
THE ORGANIZATION FOR ECONOMIC COOPERATION AND  
DEVELOPMENT (OECD) COUNTRIES**

organized by  
the World Intellectual Property Organization (WIPO)

hosted by  
the Welsh Assembly Government (WAG)

**Millennium Stadium, Cardiff, Wales, September 10 and 11, 2008**

PROVISIONAL PROGRAM

*prepared by the Secretariat of WIPO*

Wednesday, September 10, 2008

9.00 – 9.30 Registration

9.30 – 10.00 Opening Ceremony address by:

Baroness MORGAN of Drefelin, Parliamentary Under-Secretary,  
Department for Innovation, Universities and Skills, United Kingdom

Keynote Speech:

Speaker: Dr. Guriqbal Singh JAIYA, Director, Small and Medium-sized  
Enterprises (SMEs) Division, WIPO, Geneva

Theme 1: Marketing Activities and Services of Intellectual Property (IP) Offices and  
Innovation-Related Institutions on Effective IP Asset Management for the  
Improved Competitiveness of Business and Industry

10.00 – 11.00 New and Improved Programs and Services of IP Offices and Innovation  
Institutions for Supporting the Business Use of IP Assets

Speakers: Mr. Andrew BEALE, Consultant, Small and Medium-sized  
Enterprises (SMEs) Division, WIPO, Geneva

Mr. Hubert ROTHE, Head, Section on Industrial Property  
Information for the Public, Supply of Literature, German Patent  
and Trade Mark Office, Munich

Ms. Patricia GARCIA-ESCUADERO MARQUEZ, Head,  
Dissemination and Information Unit, Spanish Patent and  
Trademark Office (OEPM), Madrid

11.00 – 11.30 Coffee Break

11.30 – 12.30 New and Improved Programs and Services of IP Offices and Innovation  
Institutions for Supporting the Business Use of IP Assets (continued)

Speakers: Mr. Richard LECLERC, Manager, Outreach Program, Canadian  
Intellectual Property Office (CIPO), Hull, Quebec

Ms Christel HEREMANS, Head of Service & Information,  
Benelux Trademark Office, The Hague

Dr. Yoo-Jin HAN, Associate Research Fellow, IP Policy Team,  
Korean Institute of Intellectual Property

Name to be confirmed, SWAN Project, Zernike Group, The Netherlands

12.30 – 14.00 Lunch

Theme 2: Intellectual Capital Readiness

14.00 – 15.30 New and Improved Activities, Outreach and Support Programs on IP and Financing

Speakers: Mr Alan GARRATT, ICASS Advisor, UK

Dr. Jacques VAN DER MEER, Projects Directorate,  
Department Innovation and Competitiveness, European  
Investment Bank

Mr. Andrea Di ANSELMO, Director, Meta-Group, Terni, Italy

15.30 – 16.00 Coffee Break

16.00 – 17.30 New and Improved Activities, Outreach and Support Programs on IP and Financing (continued)

Speakers: Mrs Daniela CAROSI, SMEs Envoy, Ministry for Economic  
Development, Italy

Mr. Mark COTICCHIA, Vice President for Research and  
Technology Management, Case Western Reserve University,  
Ohio, USA

Speaker to be confirmed

19.00 Reception at Cardiff Castle hosted by the Rt. Hon. Rhodri Morgan AM,  
First Minister for Wales

Thursday, September 11, 2008

8.30 – 9.00 Registration/Coffee Break

Theme 3: Business Support Services

9.00 – 10.30 New and Improved Outreach and Support Programs, Projects and Services on IP for Entrepreneurs, Start ups, Spin off and SMEs

Speakers: Mr. Miles REES, Business Development Manager UK IP Office  
Mr. Tony GUILLE, Project Manager Wales Innovators Network,  
Welsh Assembly Government

Ms. Christel HEREMANS, Head of Service & Information,  
Benelux Trademark Office, The Hague

Dr. Mark MAWHINNEY, General Manager, ISIS Enterprise,  
Oxford University, UK.

Welsh Assembly Government (tbc)

10.30 – 11.00 Coffee Break

11.00 – 12.30 New and Improved Programs on IP Awareness, Capacity-Building and Education for Entrepreneurs and Students of Management, Business Administration, Engineering, Technology Management, New Product Development

Speakers: Mr. Lawrence SMITH-HIGGINS, Head of Awareness  
Information and Media Division, UK IP Office

Ms. Nia ROBERTS, Welsh Assembly Government

Mr. Mark COTICCHIA, Vice President for Research and  
Technology Management, Case Western Reserve University,  
Ohio, USA

Mr. Tony NEATE, Director, Get Safe on Line  
Mr. Stephen CLARKE, Partner, Clarke and Hartland, Cardiff

12.30 – 14.00 Lunch

14.00 – 15.00 Round Table and Closing Ceremony [End of document]