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| **tRaining of Trainers program** | | |
| WIPO/SMES/LIS/14/INF/1 PROV.  ORIGINAL: ENGLISH  DATE: JANUARY 28, 2014  Training of Trainers Program on Effective Intellectual Property Asset Management By Small and Medium Sized Enterprises (SMEs) In Portuguese-Speaking African Countries (PALOP)  Organized by  the World Intellectual Property Organization (WIPO)  the National Industrial Property Institute of Portugal (INPI) and  the Japan Patent Office (JPO)  Lisbon, Portugal, April 9 to 11, 2014  PROVISIONAL PROGRAM  prepared by the International Bureau of WIPO | | |
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**Training of Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)**

**in Portuguese-Speaking African Countries (PALOP)**

organized by

the World Intellectual Property Organization (WIPO)

the National Industrial Property Institute of Portugal (INPI)

and

the Japan Patent Office (JPO)

**Lisbon, Portugal, April 9 to 11, 2014**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

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| Wednesday, April 9, 2014 | |
| 9.00 – 9.15 | **Opening Ceremony**  Welcome addresses by  Representative of the National Industrial Property Institute of Portugal (INPI), Lisbon  Representative of the Japan Patent Office (JPO), Tokyo  Representative of the World Intellectual Property Organization (WIPO), Geneva |
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| 9.15 – 10.00 | **Topic 1:**  **The Challenge of Export-led Growth, Regional Competitiveness and Economic Development in the Portuguese-Speaking African Countries** |
|  | Speaker: Representative of a Portuguese Speaking African Country |
|  | Resources: |
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| 10.00 – 10.45 | **Topic 2:**  **Introduction to WIPO and its Development Cooperation Activities in the Portuguese-Speaking African Countries** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module One of IP PANORAMA |
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| 10.45 – 11.00 | Coffee Break |
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| 11.00 – 12.00 | **Topic 3:**  **The Role and Importance of Effective Intellectual Property Asset Management in Enhancing the Competitiveness and Productivity of Small and Medium Enterprises (SMEs)** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module One of IP PANORAMA |
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| 12.00 – 13.00 | **Topic 4:**  **The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Two of IP PANORAMA  “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprises” |
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| 13.00 – 14.00 | Lunch Break |
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| 14.00 – 15.00 | **Topic 5:**  **The Appeal of Designs in Getting Noticed by the Customer** |
|  | Speaker: Representative of INPI |
|  | Resources: Module Two of IP PANORAMA  “Looking Good” An Introduction to Industrial Designs for Small and Medium-sized Enterprises” |
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| 15.00 – 15.15 | Coffee Break |
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| 15.15 – 16.15 | **Topic 6:**  **Strategies for Leveraging the Creative Sector in the Context of Export-led Growth: Harnessing the Power of Intellectual Property** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga, *Diretora de Operações*, *Rede de Tecnologia e Inovação do Rio de Janeiro*  (REDETEC*), Serviço Brasileiro de Apoio às Micro e Pequenas Empresas* (SEBRAE) , Rio de Janeiro |
|  | Resources: |
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| 16.15 – 17.15 | **Topic 7:**  **Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks** |
|  | Speaker: Representative of WIPO |
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| Thursday, April 10, 2014 | |  |
| 9.30 – 10.45 | **Topic 8:**  **Protecting Inventions by Patents and Utility Models** |
|  | Speaker: Representative of INPI |
|  | Resources: Module Three of IP PANORAMA  “Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises” |
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| 10.45 – 11.00 | Coffee Break |
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| 11.00 – 12.00 | **Topic 9:**  **Putting in Place a Trade Secret Protection Program** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Four of IP PANORAMA |
| 12.00 – 13.00 | **Topic 10:**  **Intellectual Property Issues in International Business** |
|  | Speaker: Representative of WIPO |
|  | Resources: Module Nine of IP PANORAMA |
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| 13.00 – 14.00 | Lunch Break |
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| 14.00 –15.00 | **Topic 11:**  **Commercializing Intellectual Property Assets; Overview of Licensing, Franchising and Merchandising** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga |
|  | Resources: Modules Seven and Twelve of IP PANORAMA |
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| 15.00 – 15.15 | Coffee Break |
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| 15.15 – 16.15 | **Topic 12:**  **Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information** |
|  | Speaker: Representative of INPI |
|  | Resources: Module Six of IP PANORAMA |
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| 16.15 – 17.15 | **Topic 13:**  **Commercializing Intellectual Property Assets: Case Study No. 2** |
|  | Speaker: Mrs. Paula Ribeiro Bastos Gonzaga |
|  | Resources: |
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| Friday, April 11, 2014 | | |
| 9.30 – 10.30 | **Topic 14:** | |
|  | **The Role of Intellectual Property in Building Brand Value Perception in the Global Market: Case Study No. 1** | |
|  | Speaker: Mr. Tony Hadjiloucas, Partner, Tax and Legal Services, Price Water House Cooper (PWC), Nicosie | |
|  | Resources: | |
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| 10.30 – 10.45 | Coffee Break | |
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| 10.45 – 11.45 | **Topic 15:**  **Benefitting From Your Copyright and Using the Copyright Works of Others in Your Business** | |
|  | Speaker: Mr. Nuno Gonçalves, Consultant, Lisbon | |
|  | Resources: Module Five of IP PANORAMA | |
|  | “Creative Expression – An Introduction to Copyright for SMEs” | |
| 11.45 – 12.45 | **Topic 16:**  **Intellectual Property in the Digital Economy** | |
|  | Speaker: Mr. Nuno Gonçalves | |
|  | Resources: Module Eight of IP PANORAMA | |
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| 12.45 – 14.00 | Lunch Break |
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| 14.00 – 15.00 | **Topic 17:**  **IP Asset Management: IP Audit and IP Due Diligence** |
|  | Speaker: Mr. Tony Hadjiloucas |
|  | Resources: Module 10 of IP PANORAMA |
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| 15.15 – 16.15 | **Topic 18:**  **IP and Finance: Accounting and Valuation of IP Assets and  IP-based Financing (including Practical Exercise)** | |
|  | Speaker: Mr. Tony Hadjiloucas | |
|  | Resources: Model 11 of IP PANORAMA | |
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| 16.15 – 17.15 | **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in the Portuguese-Speaking African Countries** | |
|  | Moderator: Representative of WIPO |
|  | Discussants: All Participants and Speakers |

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