

Provisional Program for the Study Visit
to the World Intellectual Property Organization (WIPO)
of the Participants in the World Trade Organization (WTO)
Trade Policy Course

Monday, February 27, 2006

Venue: WIPO Headquarters, (Rooms 028 & 029) Academy Training Room, P&G Building next to WIPO Main Building, 34, chemin des Colombettes, CH-1211 Geneva 20

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| 10.00 – 10.30 | | Welcome remarks and Introduction to the World Intellectual Property Organization (WIPO) and the Work of the WIPO Worldwide Academy |
| | Speaker | Mrs. Gao Hang, Deputy Dean and Head, Policy Development Program, WIPO Worldwide Academy |
| 10.30 – 11.15 | <u>Topic 1</u> | The Relevance of Intellectual Property in Promoting International Trade and National Development |
| | Speaker | Mr. Mpazi Sinjela, Dean, WIPO Worldwide Academy |
| 11.15 – 11.30 | | Break |
| 11.30 – 12.15 | <u>Topic 2</u> | The Protection of Industrial Property and the Main Treaties Administered by WIPO |
| | Speaker | Mr. Denis Cohen, Head/Senior Lecturer, Education and Degree/Diploma Program, WIPO Worldwide Academy |
| 12.15 – 14.00 | | Lunch break |
| 14.00 – 14.45 | <u>Topic 3</u> | The Protection of Copyright and Related Rights and the Main Treaties Administered by WIPO |
| | Speaker | Mr. Larry Allman, Senior Fellow, WIPO Worldwide Academy |
| 14.45 – 15.45 | <u>Topic 4</u> | Intellectual Property, Traditional and Cultural Expressions/Folklore and Biotechnology |
| | Speaker | Mr. Wend Wendland, Deputy Director and Head, Traditional Creativity and Cultural Expressions Section, Traditional Knowledge Division, WIPO |

15.45 – 16.15		Break
16.15 – 17.00	<u>Topic 5</u>	Intellectual Property and Small and Medium-sized Enterprises (SMEs)
	Speaker	Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
17.00 – 17.30		Evaluation and Closing of the Session

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