

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, March 20, 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        | Mrs. Gao Hang  |
| 14.45 – 15.45 | <u>Topic 4</u> | Intellectual Property, Traditional and Cultural Expressions/Folklore   |
|               | 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, Internet Domain Names and the WIPO Mediation and Arbitration Center
	Speaker	Ms. Eun Joo Min, Senior Legal Officer, WIPO Arbitration and Mediation Center, WIPO
17.00 – 17.30		Evaluation and Closing of the Session

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