

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**INTERNATIONAL CONFERENCE ON
INTELLECTUAL PROPERTY MANAGEMENT
EDUCATION AND RESEARCH**

Geneva, July 17 and 18, 2008

PROGRAM

Thursday, July 17, 2008

8.30 – 9.00		Registration
9.00 – 9.15	Opening Session: (Room A)	Welcome remarks by the Director General of the World Intellectual Property Organization (WIPO) or his representative
9.15 - 10.30	Session 1 (Room A)	Role of Intellectual Property in Economic Growth and Development
	Moderator:	Mr. A. Damodaran, Professor & MHRD Chair Professor on IPR, Indian Institute of Management Bangalore, India
	Panelists:	Mr. Jorge Avila, President, National Institute of Industrial Property, Brazil
		Mrs. Lois E. Boland, Director, Office of Intellectual Property Policy and Enforcement, United States Patent and Trademark Office, United States of America
		Mr. Soumitra Dutta, Professor of Business and Technology, and Dean of External Relations, INSEAD, France
10.30 - 11.00		Coffee break
11.00 - 12.15	Session 2 (Room A)	Role of Intellectual Property in Enhancing Business Competitiveness
	Moderator:	Mr. Richard Buttrick, Senior Vice President, Philips IP & Standards, The Netherlands
	Panelists:	Mr. James Conley, Professor, Kellogg School of Management, Northwestern University, United States of America
		Mr. Jay Deshmukh, Senior Vice President, Ranbaxy Laboratories Ltd., India
		Ms. Daphne Yong-d'Hervé, Senior Policy Manager, Intellectual Property and Competition, International Chamber of Commerce (ICC), France
12.15 – 12.30	Side Event (Room A)	IP Panorama: A Tool for Training Managers on Business Aspects of Intellectual Property
		Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO
12.30 - 14.15		Lunch break

Ms. Hams Madanat, Executive Director, Internal Training and Continuous Education, Talal Abu-Ghazaleh Organization (TAGorg), Jordan

Mr. Saudin Jacob Mwakaje, Professor, Intellectual Property Coordinator for USHEPiA, University of Dar es Salaam, Tanzania

Mr. Carlos Tellez Martinez, Director of Intellectual Property Center, Center for Strategic Studies, Tecnologico de Monterrey, Mexico

Mr. David Orozco, Assistant Professor of Business Law Michigan Technological University School of Business and Economics, United States of America

18.30 – 20.00

WIPO Reception

Friday, July 18, 2008

WORKSHOP

Designing and Delivering IP Management Education and Research Programs

9.00 – 10.00

Session 5
(Room A)

Integrating Intellectual Property and Management

How to integrate intellectual property and management disciplines in a coherent manner?

Moderator:

Mr. Gerhard Bauer, Chief Trademark Counsel
Daimler AG, Germany

Panelists:

Mr. K. Motohashi, Department of Technology Management for Innovation (TMI) School of Engineering, University of Tokyo, Japan

Mr. Holger Ernst, Chair for Technology and Innovation Management, WHU Otto Beisheim School of Management, Germany

Mr. James Conley, Professor, Kellogg School of Management, Northwestern University, United States of America

Mr. Robert Pitkethly, University Lecturer,
Saïd Business School, Oxford University, United Kingdom

Mr. Gordon Smith, Chairman, AUS Inc., USA

10.00 – 10.30

Coffee Break

PARALLEL SESSIONS

Guidelines and deliverables for each breakout session:

- Discuss how this subject is being taught at present and suggest how teaching and training could be made more effective.
- Prepare model curriculum for teaching this subject.
- Suggest a list of research topics for this subject.
- Prepare a list of teaching and reference materials (text books, case studies, articles) for this subject.
- Suggest programs for international cooperation in teaching and research on this subject.

10.30 – 12.00	Session 6A (Baeumer Room)	Intellectual Property and Strategy
	Session Facilitator:	Mr. Markus Reitzig, Assistant Professor of Strategic and International Management, London Business School, United Kingdom
	Participants:	<p>Mr. Jay Deshmukh, Senior Vice President, Ranbaxy Laboratories Ltd., India</p> <p>Mr. Ladislav Jakl, Vice-Chancellor, Metropolitan University Prague, Czech Republic</p> <p>Mr. David Orozco, Assistant Professor of Business Law Michigan Technological University School of Business and Economics, United States of America</p> <p>Mr. Ulf Petrusson, Director, Center for Intellectual Property Studies, Chalmers University of Technology, Sweden</p> <p>Mr. McLean Sibanda, Senior Patent Attorney, Innovation Fund, National Research Foundation, South Africa</p>
10.30 – 12.00	Session 6B (Bilger Room)	Intellectual Property, Innovation and Technology Management
	Session Facilitator:	Mr. Holger Ernst, Chair for Technology and Innovation Management, WHU Otto Beisheim School of Management, Germany
	Participants:	<p>Mr. K. Motohashi, Department of Technology Management for Innovation (TMI) School of Engineering, University of Tokyo, Japan</p> <p>Mr. Hang Chang Chieh, Professor, Division of Engineering and Technology Management, Faculty of Engineering, National University of Singapore, Singapore</p>

Mr. Srinivivasan, Director- Global Strategy
(Cardiovascular & Metabolism), Novartis, Switzerland

Mr. C.T. Martinez, Director, Intellectual Property Center,
Tecnologico de Monterrey, Mexico

10.30 – 12.00 Session 6C
**(Uchtenhagen
Room)**

Intellectual Property, Marketing and Branding

Session Facilitator: Mr. James Conley, Professor, Kellogg School of
Management, Northwestern University, United States of
America

Participants: Mr. Gerhard Bauer, Chief Trademark Counsel
Daimler AG, Germany

Mr. Jean-Marc Lehu, Associate Marketing Professor,
Pantheon Sorbonne University, France

Mr. Marcos Machado, Marketing and Brand Management
Professor, Escola Superior de Propaganda e Marketing
(ESPM), Brazil

10.30 – 12.00 Session 6D
**(Room
AB 13.1)**

Intellectual Property and Finance

Session Facilitator: Mr. Robert Pitkethly, University Lecturer,
Saïd Business School, Oxford University, United Kingdom

Participants: Mr. Gordon Smith, Chairman, AUS Inc., USA

Mr. Patrick Sullivan, CEO, ICMG, USA

Mr. Guido Von Scheffer, Director, IP Bewertungs AG,
Germany

Mr. Sven Beyer, Partner - Advisory / Corporate Finance
KPMG Deutsche Treuhand-Gesellschaft AG, Germany

10.30 – 12.00	Session 6E (Room A)	Intellectual Property and Corporate Social Responsibility
	Session Facilitator:	Mr. Andrew Christie, Professor, Melbourne Law School and Director, Intellectual Property Research Institute of Australia, University of Melbourne, Australia
	Participants:	Mr. A. Damodaran, Professor & MHRD Chair Professor on IPR, Indian Institute of Management Bangalore, India Ms. Jayashree Watal, Counsellor, Intellectual Property Division, World Trade Organization, Switzerland Mr. Saudin Jacob Mwakaje, Professor, Intellectual Property Coordinator for USHEPiA, University of Dar es Salaam, Tanzania Mr. Richard Buttrick, Senior Vice President, Philips IP & Standards, The Netherlands Mr. Pedro Roffe, Senior Fellow ICTSD, Project on Intellectual Property and Sustainable Development International Centre for Trade and Sustainable Development (ICTSD), Switzerland
12.00 – 14.00		Lunch Break
14.00 – 14.20	Session 7 (Room A)	Report of Session 6A
14.20 – 14.40		Report of Session 6B
14.40 – 15.00		Report of Session 6C
15.00 – 15.30		Coffee Break
15.30 – 15.50		Report of Session 6D
15.50 – 16.10		Report of Session 6E
16.10 – 16.30		Discussion
16.30 – 17.30	Session 8 (Room A)	Developing A Road Map for Intellectual Property Management Education and Research <i>Where do We Go From Here and How? What can the WIPO Academy do to foster the nascent discipline of IP Management?</i>
17.30	Closing Session (Room A)	World Intellectual Property Organization (WIPO) Worldwide Academy