



WIPO Academy
WIPO Worldwide Academy



EXECUTIVE PROGRAM
Harnessing intellectual property

**STRATEGIC INNOVATION, PRODUCT DESIGN & DEVELOPMENT
AND INTELLECTUAL PROPERTY MANAGEMENT**

December 2 to 5, 2008
The Accord Metropolitan Hotel
Chennai (India)

GENERAL INFORMATION



WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION

1. This Note sets out information on the organizational arrangements for the Strategic Innovation, Product Design & Development and Intellectual Property Management Executive Program to be held at the Accord Metropolitan Hotel, in Chennai (India), from December 2 to 5, 2008.

Format and Outline

2. The Executive Program will deal with the principles and practices of strategic innovation, product design & development, and intellectual property management through a series of lectures, presentation of cases and group discussions.

3. Power lunch sessions will include presentations by and interactions with eminent personalities from the corporate world.

4. The Executive Program will be conducted in English.

Venue and Timetable

5. Venue of the Executive Program:

The Accord Metropolitan Hotel
35, GN Chetty Road
T Nagar, Chennai 600 017
India

Tel: (91-44) 2816 1000

Fax: (91-44) 2816 1001

Email: hotel@theaccordmetropolitan.com

Internet: <http://www.theaccordmetropolitan.in/>

Please visit <http://www.mapsofindia.com/maps/tamilnadu/chennai-map.htm> for a map of Chennai.

6. The Executive Program will take place from 9.00 to 17.30 on the first day (Tuesday, December 2, 2008) and from 9.30 to 17.30 from Wednesday, December 3, 2008, to Friday, December 5, 2008. A detailed Program will be posted on [our website](#) in due course. A networking cocktail followed by a dinner is scheduled on Tuesday evening. Participants are requested not to make any appointments which would require them to leave before the end of the program on the last day.

7. Complimentary lunch and refreshments will be offered by the organizers during the program.

Materials

8. Pre-study materials will be posted on the WIPO Academy website about two weeks before the start of the program. These and other study materials will be provided to the participants in print format at the start of the program.

Internet Access

9. Apart from courtesy high-speed Internet access for guests, computers with access to the internet will be available to the participants in the business centre of the hotel at INR 300 (approximately US\$7) for a period of four hours. Note that the entire hotel is a Public Wireless LAN Hotspot. Participants can use their wireless notebooks to surf the internet via high-speed at various locations in the hotel. For applicable rates please check with the hotel.

Participants

10. Around forty participants from India and abroad are expected to take part in the Executive Program.

II ADMINISTRATIVE PROCEDURES

India Entry Visa

11. All participants from outside India who require visa are advised to apply for the issue of visas as soon as possible at the Indian Embassies or Consulates in their countries. Those nationals required to obtain visas should be in possession of Indian entry visa valid for the full period of their stay in India, *before* commencing their travel. Please contact the diplomatic representation of India closer to your hometown for more details (a full list of addresses of Indian representations abroad is available at http://india.gov.in/overseas/indian_missions.php)

12. Any participant having difficulty in obtaining an Indian entry visa is requested to inform WIPO at execed.academy@wipo.int without delay.

Identity Badges and Program Documentation

13. Participants are invited to present themselves at the Registration/Information Counter in front of the conference room from 8.30 a.m. on the first day (December 2, 2008), in order to pick up their identity badge and documents for the Executive Program.

III. HOTEL ACCOMMODATION AND LOCAL TRANSPORTATION

Hotel Accommodation

14. Limited number of rooms has been blocked for the participants until **November 21, 2008**, at the Accord Metropolitan Hotel at the best available rate of USD 170 or INR 7,788 per standard room (single occupancy) per night. This rate includes breakfast and applicable taxes.

Interested participants should complete the [hotel reservation form](#) (available at the WIPO Academy site) and send it directly to the hotel quoting the *WIPO/CII Executive Program* in order to book their rooms.

The hotel is located close to the business and commercial center and close to some of the city's major attractions, such as the Birla Planetarium, Kalakshetra and Elliot Beach.

15. A list of other fine hotels in Chennai is available on the websites of Incredibleindia.org and [Tamil Nadu Tourism](http://TamilNaduTourism.com).

On Arrival at the Airport

16. It is anticipated that all participants from outside Chennai will arrive at the [Chennai International Airport \(MAA\)](http://ChennaiInternationalAirport.com).

17. Ordinary taxi service from the airport to the Accord Metropolitan Hotel is expected to cost around US\$ 10. For those who wish to use the airport transfer service offered by the hotel at approximately US\$ 28 /INR. 1,300 (one way), please contact the hotel directly.

IV. MISCELLANEOUS INFORMATION

Climate

18. The weather in Chennai is quite pleasant during the winter season. The coolest months of December and January, with an average temperature of 24 °Celsius, is the best time to visit the city. See <http://worldweather.wmo.int/066/c00527.htm> for more information.

Local Time and Electricity

19. The local time for Chennai is GMT + 5.30 hours. Electricity in India is 220/250 Volts, alternating at 50 cycles per second. If you travel to India with a device that does not accept 240 Volts at 50 Hertz, you will need a voltage converter. Most appliances require a converter and an adapter to operate, although some dual-voltage items such as laptops may only require an adapter. Some European appliances may also require an adapter. For more information see treehouse.ofb.net/go/en/voltage/India

Currency

20. The currency in India is the Indian Rupee (INR). The exchange rate is approximately US\$ 1 = 47 Rupees (subject to change). Check <http://www.xe.com/> for the most up-to-date exchange rates. Currency exchange counters are available in the arrival area of Chennai Airport. ATMs are available around the city. Most international credit cards are accepted for payment.

Health and Safety

21. Chennai is a safe travel destination. Cases of mugging and theft are not completely unheard of but by and large serious crimes against travelers are few and far between. Quality hospitals and clinics are available 24 hours throughout the city.

Additional Information or Assistance

22. Any additional information or assistance may be obtained from:

<p>Mr. K. Subodh Kumar Head IPR & APTDC Confederation of Indian Industry Andhra Pradesh Technology Development & Promotion Centre Plot no 7, II Floor, Regal House, Motilal Nehru Nagar, Begumpet, Hyderabad –16 (Andhra Pradesh), India Tel: +91 40 2776 5837 Fax: +91 40 2776 5836 Mobile:+91 98 4830 4417 E-mail: subodh.kumar@ciionline.org Web : www.ciionline.org</p>	<p>Mrs. Isabella Pimentel, or Ms. Helena Campos Research & Executive Program WIPO Worldwide Academy World Intellectual Property Organization 34, chemin des Colombettes 1211 Geneva 20 Switzerland Tel: +41 22 338 9111 Fax: +41 22 740 1417 E-mail: execed.academy@wipo.int</p>
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