



WIPO WORLDWIDE ACADEMY

EXECUTIVE PROGRAM

Harnessing intellectual property

STRATEGIC INNOVATION, TECHNOLOGY AND INTELLECTUAL PROPERTY MANAGEMENT

April 16 to 19, 2007

World Intellectual Property Organization (WIPO)
Geneva (Switzerland)

GENERAL INFORMATION



WORLD
INTELLECTUAL
PROPERTY
ORGANIZATION

1. This Note sets out information on the organizational arrangements for the Strategic Innovation, Technology and Intellectual Property Management Executive Program to be held, at the World Intellectual Property Organization (WIPO), Geneva, from April 16 to 19, 2007.

Format and Outline

2. The Executive Program will deal with the principles and practices of innovation, technology and intellectual property management as well as product design and development through a series of lectures, presentation of cases and group discussions. In each session discussion will be led by a lead instructor with the active participation of other instructors and participants. Participant will be expected to have read and familiarized themselves with the background reading materials which would have been distributed beforehand. They should be prepared to take full part in the discussion.

3. Power lunch will consist of approximately thirty minute presentation by a senior executive of WIPO and/or a leading person from the corporate world followed by discussion. Lunch will be served.

4. Participants are reminded that the Executive Program will be conducted in English.

Hours and Venue

5. The detailed timetable of the Executive Program will be mailed to the participants in due course. The Executive Program will take place from 4.30 p.m. to 6.30 p.m. on Monday and from 9 a.m. to 6 p.m. on Tuesday thru Thursday. Participants are advised to arrive before 4. p.m. on the first day (Monday, April 16) so that registration can be completed by 4.15 p.m. A networking cocktail is scheduled for 6.30 p.m. on Monday. **Participants are requested not to make any appointments which would require them to leave before the end of the program.**

6. The Executive Program will be held at the following venue in Geneva:

Room B
Headquarter (Arpad Bosch (AB) building)
World Intellectual Property Organization (WIPO)
34 chemin des Colombettes
1211 Geneva 20
Switzerland
Tel: (41-22) 338 9111
Internet: www.wipo.int

Please visit www.ville-ge.ch/en/outils/maps.htm for map of Geneva and www.ville-ge.ch/en/cartes/p5.htm for location of WIPO (indicated as OMPI on the map).

7. Lunch, tea and coffee will be provided. Lunch and dinner will be served on the 13th floor of AB building. **Participants are asked to please indicate in advance any special dietary requirements.**

Materials

8. About two weeks before the start of the program participants will be provided with background reading materials on intellectual property management for reference purposes during the sessions. These and other study materials will be part of the course pack which participants will find at their designated desks in Room B on the first day of the program.

Internet Access

9. Several computers with access to the internet will be available to the participants in the internet café on the mezzanine floor of the WIPO headquarters building (AB building). WIPO lobby is a Public Wireless LAN Hotspot. Participants can use their wireless notebooks to surf the internet via high-speed on the platforms.

Participants

10. Around thirty participants from more than ten different countries around the world are expected to take part in the Executive Program.

II ADMINISTRATIVE PROCEDURES

Switzerland Entry Visa

11. All participants from outside Switzerland who require Swiss visa are advised to apply for the issue of visas as soon as possible at the Swiss Embassies or Consulates in their countries. Those nationals required to obtain visas should be in possession of Swiss entry visas valid for the full period of their stay in Switzerland, *before* commencing their travel.

12. Any participant having difficulty in obtaining a Swiss entry visa is requested to inform WIPO without delay.

On-site Registration

13. On the first day of the Executive Program (April 16, 2007), participants will be requested to present themselves at the Registration/Information Counter in the WIPO lobby from 3 p.m. They will be provided with an identity badge for the Executive Program.

III. HOTEL ACCOMMODATION AND LOCAL TRANSPORTATION

Hotel Accommodation

14. The week of April 16 to 20 is a very difficult week in Geneva on account of a major watch industry conference. Participants are advised to arrange hotel accommodation as early as possible.

15. A list of hotels in Geneva and the neighboring region, including France, is available for your information at: www.wipo.int/academy/en/execed/siipm/gva_apr_07/#Hotels.

16. Online hotel booking can be made from the following Geneva and Swiss Tourism sites:

www.geneva-tourism.ch/?lang=_eng

www.myswitzerland.com/en.cfm/accommodation/online_booking

On Arrival at the Airport

17. It is anticipated that all participants from outside Switzerland will arrive at the Geneva International Airport. Visit www.gva.ch/en for information, including access, transportation and accommodation.

18. Taxi service from the airport to WIPO or Hotel Intercontinental is expected to cost approximately 20 Swiss francs.

IV. MISCELLANEOUS INFORMATION

Climate

19. In mid-April, Geneva is generally cool and pleasant, with daytime temperatures ranging between 10 and 20 degrees Celsius. However, winter has been unusual this year and the weather erratic. See worldweather.wmo.int/087/c00193.htm for more information.

Local Time and Electricity

20. The local time for Geneva is GMT + 1 hour. Electricity in Switzerland is 220 volts, 50 cycle AC. Most U.S. 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 as Switzerland uses a 3-prong outlet system that is smaller than most Continental plugs. For more information see www.travelproducts.com/store/electricity_guide.htm

Currency

21. The currency in Switzerland is the Swiss Franc (CHF, SFr.). The exchange rate is approximately US\$ 1 = 1.25 francs (subject to change). Check www.xe.com for the most up-to-date exchange rates. The currency exchange counter of UBS is available in the arrival area of the International Airport. The Euro is also accepted at most businesses but expect to pay a premium rate. ATMs are widely available throughout the city, dispensing notes up to 1000 CHF.

Health and Safety

22. Geneva is a safe city with 1.99 violent crimes per 100,000 in 2003. Petty crimes such as pick pocketing are common around the central train station, but common sense usually prevails. Top quality hospitals and clinics are available 24 hours throughout the city.

Additional Information or Assistance

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

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