



STATE INTELLECTUAL  
PROPERTY SERVICE  
OF UKRAINE (SIPS)

International  
Publishers  
Association



ASSOCIATION OF UKRAINIAN  
PUBLISHERS AND  
BOOKSELLERS (AUPB)



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## SUB-REGIONAL SEMINAR

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WIPO/CR/KYI/11  
ORIGINAL: ENGLISH  
DATE: SEPTEMBER 2011

# The Role of the Copyright System in Promoting the Publishing Industry

*organized by*  
the World Intellectual Property Organization (WIPO)

*in cooperation with*  
the State Intellectual Property Service of Ukraine (SIPS)  
the International Publishers Association (IPA)  
the International Federation of Reprographic Rights Organisations (IFRRO)  
and  
the Association of Ukrainian Publishers and Booksellers (AUPB)

**Kyiv, October 17 and 18, 2011**

PROVISIONAL PROGRAM

*Prepared by the Secretariat*

Monday, October 17, 2011

10.00 – 10.30      Opening Ceremony

Welcome addresses by:

The representative of State Intellectual Property Service of Ukraine, Kyiv

Mr. Oleksandr V. Afonin, President, Association of Ukrainian Publishers and Booksellers, Kyiv

Mrs. Saule Tlevlessova, Program Officer, Section for Caucasian, Central Asian and Eastern European Countries, Division for Certain Countries in Europe and Asia (DCEA), World Intellectual Property Organization (WIPO), Geneva

Mr. Peter Givler, Copyright Committee Chair, International Publishers Association (IPA), Geneva, Switzerland; Executive Director, Association of American University Presses, New York, United States of America

#### PROTECTION OF COPYRIGHT AND RELATED RIGHTS – OVERVIEW, KEY ELEMENTS AND MAIN ISSUES

Moderator:      Mr. Oleksandr V. Afonin

10.30 – 11.00      **Topic 1:      Creativity and Copyright: Social, Cultural and Economic Importance**

Speakers:      Mr. Peter Givler

Mrs. Samantha Holman, Chief Executive Officer (CEO), Irish Copyright Licensing Agency, Dublin; Chair, European Development Group, International Federation of Reprographic Rights Organisations (IFRRO), Dublin

11.00 – 11.20      **Topic 2:      An Overview of International Protection of Copyright and Related Rights**

Speaker:      Ms. Antje Sorensen, Deputy Secretary General and Legal Counsel, IPA, Geneva

11.20 – 11.40      Coffee Break

11.40 – 12.00      **Topic 3:      The Role of the World Intellectual Property Office in the Field of Copyright and Related Rights**

Speaker:      Mrs. Saule Tlevlessova

12.00 – 12.20      **Topic 4:      Copyright in Ukraine: Challenges and Development**

Speaker:      The representative of Ukraine

- 12.20 – 12.30 Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 14.30 **Topic 5: Flexibilities in the Copyright System: Limitations, Exceptions and Public Interest Consideration**
- Speaker: Mr. Peter Givler

#### COPYRIGHT POLICY AND THE PUBLISHING INDUSTRY

- Moderator: Ms. Antje Sorensen
- 14.30 – 15.30 **Topic 6: Business Models and Copyright in the Digital Environment: the Publisher's Role in the Digital Age**
- Speaker: Ms. Pippa Smart, Director, PSP Consultancy, Appleton, Oxon, United Kingdom
- 15.30 – 15.45 Discussion
- 15.45 – 16.00 Coffee Break

#### COPYRIGHT IN ACTION: THE DIGITAL CHALLENGE

- Moderator: A publisher from Ukraine
- 16.00 – 16.30 **Topic 7: Electronic Publishing: Intellectual Property Implications of Online Publishing and Digital Distribution**
- Speaker: Ms. Pippa Smart
- 16.30 – 16.45 Discussion
- 16.45 – 17.15 **Topic 8: Copyright and the Publishing Process (Copyright Relationship between Authors, Publishers and Translators; Managing Primary, Secondary, Third-Party and Subsidiary Rights)**
- Speaker: Ms. Pippa Smart
- 17.15 – 17.30 Discussion

Tuesday, October 18, 2011

#### COPYRIGHT IN ACTION: THE DIGITAL CHALLENGE

- Moderator: A publisher from Ukraine

10.00 – 10.30      **Topic 9:      The Publishing Industry in Ukraine: Status and Prospects**

Speaker:      A publisher from Ukraine

10.30 – 10.45      Discussion

10.45 – 11.00      Coffee Break

11.00 – 11.45      **Topic 10:      Copyright Piracy in the Digital Age**

Speakers:      The representative of Ukraine

Ms. Samantha Holman

#### BALANCING INTEREST: COPYRIGHT IN EDUCATION

Moderator:      Mrs. Saule Tlevlessova

11.45 – 12.30      **Topic 11:      The Role of the Textbook Publisher**

Speakers:      Mr. Peter Givler

Ms. Pippa Smart

12.30 – 14.00      Lunch Break

14.00 – 14.20      **Topic 12:      The Educators' Perspective**

Speaker:      The representative of Ukraine

14.20 – 14.40      **Topic 13:      Digital Challenges in Higher Education**

Speaker:      Mr. Peter Givler

#### COLLECTIVE MANAGEMENT OF COPYRIGHT AND RELATED RIGHTS

Moderator:      Mrs. Saule Tlevlessova

14.40 – 15.30      **Topic 14:      The Role, Function and Structure of Collective Management Organizations**

Speaker:      Ms. Samantha Holman

15.30 – 15.50      **Topic 15:      Collective Management Organization from a Rightholders Perspective**

Speaker:      Ms. Antje Sorensen

- 15.50 – 16.15      **Topic 16:      Setting-up a Collective Management Organization for  
Reprographic Rights in Emerging Markets**
- Speaker:      Ms. Samantha Holman
- 16.15 – 16.30      Coffee Break
- 16.30 – 17.00      **Roundtable: Development of Publishing in the Knowledge Economy:  
Policies and Strategies**
- Moderator:      Mrs. Saule Tievlessova
- Speakers:      All speakers
- 17.00 – 17.15      Closing Ceremony

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