International Conference on

Technology Transfer for Small and Medium Sized Enterprises

Organized by the

International Intellectual Property Institute (IIP)

Sponsored by the

World Intellectual Property Organization (WIPO)
Wednesday, April 4, 2001

8.30    Registration

9.00    Opening Ceremony
         Mr. Bruce Lehman, President, International Intellectual Property Institute (IIPI)

9.30    Technology Transfer: Institutional Choice and Development Strategies
         Speaker
         Mr. Michael P. Ryan, PhD, Professor of International Political Economy and Public Management, Georgetown University School of Business, Georgetown, United States of America

10.15   Knowledge Management, Incentives and the SME Strategies
         Speaker
         Mr. Paul Almeida, Professor of Corporate Strategy and International Business, Georgetown University

11.00   Coffee break

11.15   Panel
         The US Technology Transfer Infrastructure and Experience
         The Practice of Intellectual Property Generating Technology Programs
         Speaker
         Mr. Mark Bohannon, Vice President and General Counsel, Software & Information Industry Association
         The University Technology Transfer Experience
         Speaker
         Mr. James A. Severson, PhD, Immediate Past President, Association of University Technology Managers (AUTM)
         The Federal Laboratory Technology Experience
         Speaker
         Ms. Sally Rood, Representative, Federal Laboratory Consortium (FLC) Washington D.C.
         Demonstrating Economic Impacts of Technology Transfer
         Speaker
         Mr. Albert N. Link, PhD, Professor of Economics, University of North Carolina
13.00  Lunch

Keynote address  WIPO’s Role in Fostering the Competitiveness of SMEs

Mr. Ernesto Rubio, Director, Development for Cooperation Bureau for Latin America and the Caribbean, World Intellectual Property Organization

15.00  SME Case Study: United States

Speaker  Mr. Steven L. Fritz, Ph.D., Director, Technology Transfer, Maryland Technology Development Corp.(Tedco)

16.00  Panel  Experiences in Latin America


Speaker  Ms. Vicki Allums, Attorney Advisor, Office of Legislative and International Affairs, U.S. Patent and Trademark Office (USPTO)

Technical Cooperation Activities of the Multilateral Investment Fund in Latin America and the Caribbean

Speaker  Mr. Fernando Jiménez-Ontiveros, Priorities and Programming Unit, Multilateral Investment Fund (MIF), Inter-American Development Bank (IADB)

Thursday, April 5, 2001

9.00  Foreign Direct Investment and Technology Transfer

Speaker  Mr. Joseph Battat, Foreign Investment Advisory Service, International Finance Corporation, World Bank

9.45  Panel  Experiences in the Asia-Pacific Region

Technology Transfer in China

Speaker  Ms. Laurie Self, Covington & Burling, Washington, D.C.

Sri Lankan Experience in Technology Transfer to SMEs

Speaker  Mr. Andy Y. Sun, Executive Director, Asia-Pacific Legal Institute

10.45  Coffee break
11.00  The Japanese Experience of Technology Transfer  
Speaker  Mr. Kohei Ishimaru, Director of Japan Technomart Foundation  

11.45  Panel  Experiences in Arab Countries and Africa  
Technology Transfer in Arab Countries  
Speaker  Pending  
Technology Transfer Activities in Africa  
Speaker  Pending  

1.00  Lunch  

Keynote address  Technology Transfer Legislation in the United States  
The Honorable Constance A. Morella, Chair, Subcommittee on Technology, Science Committee, U.S. House of Representatives (invited)  

15.00  Report on the Milan Forum on IP and SMEs  
Speaker  Mr. Wolfgang Starein, Director, Small and Medium-Sized Enterprises (SMEs) Division, World Intellectual Property Organization (WIPO)  

15.45  Discussion of New Strategies, Approaches and Action Plans  

17.00  Conference Wrap-Up  
Mr. Martin J. Adelman, Professor and Director of the Intellectual Property Law Program, George Washington University Law School
Friday, April 6, 2001

10.30 Depart for Site Visit to Human Genome Sciences, Inc.

Human Genome Sciences, Inc. (HGS), founded in 1992, is a pioneer in the use of genomics, the study of all human genes, and the development of new pharmaceutical products. It is a respected leader in moving these genomics-based drugs into patient-based clinical trials. In 1999, three HGS drugs were tested in patients. HGS is headquartered in Rockville, Maryland.

13.00 Lunch at HGS, Inc.

14.00 Return to Washington, D.C.

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