

WIPO-ICC/SMEs/08/INF/1 Prov.

ORIGINAL: English

DATE: April 30, 2008



INTERNATIONAL CHAMBER OF COMMERCE

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO-ICC INTELLECTUAL PROPERTY TRAINING WORKSHOP
FOR
CHAMBERS OF COMMERCE
AND
OTHER BUSINESS SUPPORT ORGANIZATIONS**

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the International Chamber of Commerce (ICC)

Geneva, September 15 and 16, 2008

PROVISIONAL PROGRAM

prepared by the Secretariat

Day 1, Monday, September 15, 2008

- 9.00 – 9.30 Welcome addresses by:
- The Representative of the International Chamber of Commerce (ICC), Paris
(to be confirmed)
- Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises
(SMEs) Division, World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.30 Theme 1: The Importance of IP for Businesses, Chambers and
other Business Support Organizations in a Knowledge-
driven Economy
- Speakers: Mr. Guriqbal Singh Jaiya
Representative of ICC (to be confirmed)
- Discussion
- 10.30 – 10.45 Coffee Break
- 10.45 – 11.45 Theme 2: The Role of Intellectual Property in a Business
- What are IP Assets?
 - How do they fit into a Business Model,
Strategy and Business Plan, including their
importance for entering international markets
- Speakers: Dr. Joanne Morgan, CEO Faveo
("Freedom Bra")
- Discussion
- 11.45 – 13.00 Theme 3 (1): Protection Strategies for Different Types of IP Assets
Presentation on Legal Protection for Different Types
of IP Assets: Inventions, Brands, Creations, Designs,
Confidential Information, etc.
- Speaker: WIPO Representative
- Other Types of Protection Methods
- Speaker: Mr. Jari Kuusisto, ICC
- Discussion
- 13.00 – 14.30 Lunch Break

- 14.30 – 15.10 Theme 3 (II): Protection Strategies for Different Types of IP Assets
- How to deal with Infringements
- Speakers: Company (to be confirmed)
- Discussion
- 15.10 – 16.40 Theme 4: IP Exploitation Strategies
- Use of IP to obtain financing/revenues: raising loans or venture finance, licensing, franchising, securitization, valuation
- Speaker: IPB (to be confirmed)
- Use of IP system to obtain technical and commercial information: patent, trademark (design?) databases
- Speakers: Company (to be confirmed)
- 16.40 – 17.05 Coffee Break
- 17.05 – 18.00 Practical Exercise (split into small groups)

Day 2, Tuesday, September 16, 2008

- 9.00 – 10:30 Theme 5: WIPO Program for SMEs
- Experience and program of activities on building intellectual property awareness and capacity of entrepreneurs and SMEs
 - Introduction to IP PANORAMA multimedia toolkit as an effective capacity building tool for entrepreneurs, SMEs, etc
- Speakers: Representatives from WIPO
- Discussion
- 10.30 – 10:45 Coffee Break
- 10.45 – 12.45 Theme 6: IP Capacity Building Activities by Business Support Institutions, Including Chambers of Commerce
- Results of ICC survey of chambers, including challenges faced by chambers and ICC project

Speaker: Mrs. Daphne Yong-d'Hervé

- Case study 1

Speaker: Vietnam Chamber (to be confirmed)

- Case study 2

Speaker: European Chamber (to be confirmed)

- Case study 3

Speaker: European Chamber (to be confirmed)

- Pro Inno Study Findings on Effectiveness of Existing Intellectual Property Activities

Speaker: Mr. Alfred Radauer, Austrian Institute for SME Research

Discussion

12.45 – 14.15

Lunch Break

14.15 – 15.45 Theme 7

Resources and Possible Partnerships for Chambers of Commerce when Setting up IP Programs
Case study of partnership with WIPO

Speaker: Mongolian Chamber (to be confirmed)

- National IP Offices, including Case Study of Partnership

Speaker: IP Base Project Czech or Slovakia Case Study (to be confirmed)

EPO Programs

Speaker: EPO Representative (to be confirmed)

Discussion

15.45 – 16.00 Coffee Break

16.00 – 16.45

Practical Exercise and Group Discussion
Practical Exercise: (Break out into different groups. Each group to develop IP outreach support programs in different contexts. Variables could be type of local industry, existence of other programs, resources available)

Speakers: To be confirmed

Group discussion

16.45 – 17.00 CLOSE OF CONFERENCE

[End of document]