



European Commission



Technical Assistance Information Exchange Unit, DG Enlargement

Conference on Intellectual Property Rights for SMEs



TURKISH PATENT [] INSTITUTE

in co-operation with WIPO and the Turkish Patent Institute

Istanbul, 10 – 11 January 2005

**Venue: Hotel InterContinental
IC CEYLAN ISTANBUL
ASKER OCAGI CAD NO: 1 TAKSIM
ISTANBUL, 80200
TURKEY**

Aim of the meeting:

(1) to provide senior officials of relevant governmental departments/ or ministries, SME support institutions, University Licensing/ Technology Transfer Offices, Chambers of Commerce and Industry, Business Consultants and owners, managers and key staff of SMEs with a fundamental understanding of IP rights;

(2) to highlight the benefits of IP for start-ups and SMEs as a strategic tool for business development;

(3) to strengthen IPRs management capacities and skills of SME support Institutions and SMEs; and

(4) to develop strategies to enhance the capacities of SME support institutions in facilitating the access of SMEs to the tools of the IP system.

**This meeting is being organised by the
Technical Assistance Information Exchange Unit
of the European Commission**

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Programme

Chairperson: *Dr. Yavuz CABBAR, Deputy Undersecretary, Ministry of Industry and Trade*

Monday, January 10, 2005

8.00 – 8.30 Registration

8.30 – 9.00 OPENING CEREMONY

Welcome addresses by:

Dr. Yusuf BALCI, President of Turkish Patent Institute

Ms. Sabine FASCHING, DG ELARG - TAIEX

Mr. Guriqbal SINGH JAIYA, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva

Ms. Umut İlkay KAVLAK, Delegation of the European Commission to Turkey

9.00 – 9.45 Topic I: Using the Intellectual Property System for Enhancing the Competitiveness of SMEs

Speaker: *Ms. Cherine RAHMY, Counsellor, Small and Medium-Sized Enterprises Division, WIPO, Geneva*

9.45 – 10.00 Tea Break

10.00 – 10.45 Topic II: Marketing and Branding Strategies: Use of Trademarks, Geographical Indications, and Industrial Designs for Business Success: Case Studies

Speaker: *Ms. Vivien IRISH, Consultant Patent Attorney, London, United Kingdom*

10.45 – 11.45 Topic III: Building a Competitive Edge: Protecting Inventions by Utility Models and/or Patents: Case Studies

Speakers: *Mr. Karl RACKETTE, European Patent Attorney, Rackette Partnerschaft Patentanwälte, Freiburg, Germany*

11.45 – 13.45 Lunch Break

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13.45 – 14.45 Topic IV: Keeping Confidence: Putting in Place a Trade Secret Protection Program

Speaker: **Ms. Cherine RAHMY**, *Cousellor, Small and Medium-Sized Enterprises Division, WIPO, Geneva*

14.45 – 15.45 Topic V: Copyright and Related Rights Issues for SMEs

Speaker: **Mrs. Vivien IRISH**, *Consultant Patent Attorney, London, United Kingdom*

15.45 – 16.00 Tea Break

16.00 – 16.45 Topic VI: Competitive Intelligence: Exploiting the Power of Patent Information

Speaker: **Mr. Karl RACKETTE**, *European Patent Attorney, Rackette Partnerschaft Patentanwälte, Freiburg, Germany*

16.45 – 17.30 Topic VII: Leveraging IP Assets: Role of IP in Improving Enterprise Profitability through Direct Exploitation, Licensing, Franchising, and/or Merchandising, and Developing Other Types of Strategic Business Relationships: Case Studies

Speaker: **Ms. Vivien IRISH**, *Consultant Patent Attorney, London, United Kingdom*

19.00 Dinner (Hosted by Turkish Patent Institute)

[Tuesday, January 11, 2005](#)

9.00 – 10.30 Topic VIII: Best Practices for Raising Awareness, Use and Exploitation of IP Assets

Speaker: **Mr. Kemal NALÇACI**, *Head of Information Documentation and IT Department, TPI*

Speaker: **Mr. Guriqbal SINGH JAIYA**, *Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva*

10.30 – 10.45 Tea Break

10.45 – 11.45 Topic IX: IP Issues in Outsourcing and Exports: The Challenges

Speaker: **Mr. Karl RACKETTE**, *European Patent Attorney, Rackette Partnerschaft Patentanwälte, Freiburg, Germany*

- 11.45 – 12.30 Topic X: Accounting and Valuation of Intellectual Property Assets: Importance, Methods and Challenges
- Speaker: *Mr. Guriqbal SINGH JAIYA, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva*
- 12.30 – 14.30 Lunch Break
- 14.30 – 15.30 Topic XI: Integrating IP in the Business Plan and Strategy: Identifying, Protecting, Developing, Managing and Auditing IP Assets
- Speaker: *Ms. Cherine RAHMY, Couselor, Small and Medium-Sized Enterprises Division, WIPO, Geneva*
- 15.30 – 16.00 Tea Break
- 16.00 – 17.00 Topic XII: Role of IP in Benefiting from University-Industry Partnerships: Incubators and IP: National and International Perspectives
- Speaker: *Prof Dr. İbrahim KAVRAKOĞLU, President of Management Board of KAVRAKOĞLU CONSULTING*
Speaker: *Mr. Guriqbal SINGH JAIYA, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva*
- 17.00 CLOSING CEREMONY
- Addresses by:
Dr. Yusuf BALCI, President of Turkish Patent Institute
Ms. Sabine FASCHING, DG ELARG - TAIEX
Mr. Guriqbal SINGH JAIYA, Director, Small and Medium-Sized Enterprises Division, WIPO, Geneva
- 17.30 End of seminar

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