

WIPO/IP/DAM/07/INF/1

ORIGINAL: English

DATE: May 2007



SYRIAN ARAB REPUBLIC



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO INTER-REGIONAL SEMINAR ON THE ECONOMIC IMPORTANCE OF INDUSTRIAL PROPERTY

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Ministry of Economy and Trade, Syria
the Federation of the Syrian Chamber of Commerce
and
the Federation of the Syrian Chamber of Industry

Damascus, May 15 to 17, 2007

PROGRAM

Prepared by the International Bureau of WIPO

Tuesday, May 15, 2007

8.30 – 9.00 OPENING CEREMONY

Welcome addresses by:

The representative of the Government of the Syrian Arab Republic, Damascus

The representative of the Director General of the World Intellectual Property Organization (WIPO), Geneva

9.00 – 9.30 Coffee Break

Theme 1: Intellectual Property – Basic Framework and New Trends

9.30 – 10.15 the Intellectual Property Framework

Speaker: Ms. Nahla Haidar, Director, Technical Assistance and Capacity Building Bureau for Arab Countries, WIPO

10.15 – 11.15 Intellectual Property and Economic Development

Speaker: Mr. Paul Regis, Assistant Program Officer, Intellectual Property and Economic Development Division, Office of Strategic Use of Intellectual Property for Development, WIPO

11.15 – 11.45 Coffee Break

11.45 – 12.45 From Intellectual Property to Business Assets: Transformation, Management and Valuation of Intellectual Property Assets

Speaker: Mr. Kari Sipilä, Director, Future Innovations, Management Consulting in Innovations and Technology, Espoo, Finland

12.45 – 13.30 Introduction to Geographical Indications and their Use as a Tool for the Promotion of Local Products

Speaker: Mr. Octavio Espinosa, Director, Legislative and Legal Advice Division, Technical Assistance and Capacity Building Sector, WIPO

Theme 2: Industrial Property Issues

13.30 – 14.30 Technology Transfer and Licensing

Speaker: Mr. Kari Sipilä

Wednesday, May 16, 2007

Theme 2: Industrial Property Issues (Cont'd)

9.00 – 10.00 Strategic Partnerships through Research and Development (R&D) Networks

Speaker: Mr. Kari Sipilä

10.00 – 11.00 Industrial Property in Developing Countries: Myths and Realities

Speaker: Mr. José Luis Herce-Vigil, Deputy Director and Head, Patent Cooperation Treaty (PCT) and Patents Arbitration and Mediation Center, and Global Intellectual Property Issues, PCT Information Systems Division, WIPO

11.00 – 11.30 Coffee Break

11.30 – 12.30 Intellectual Property and Nation Branding

Speaker: Mr. Paul Regis

12.30 – 13.30 Case Studies on the Successful Use of Industrial Property

Speaker: Mr. José Luis Herce-Vigil

13.30 – 14.30 The Economic Benefits of Innovations' Development: Case Studies

Speaker: Mr. Kari Sipilä

Thursday, May 17, 2007

Theme 2: Industrial Property Issues (Cont'd)

9.00 – 9.45 The International Legal Framework for the Protection of Geographical Indications: From the Lisbon Agreement for the Protection of Appellations of Origin to the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement)

Speaker: Mr. Octavio Espinosa

Theme 3: International Framework and Current Issues

9.45 – 10.45 Update on Developments in WIPO: Development Agenda

Speaker: Mr. Paul Regis

10.45 – 11.15 Coffee Break

11.15 – 12.15 Strategic Business and Research and Development Use of Patent Information

Speaker: Mr. José Luis Herce-Vigil

12.15 – 12.45 WIPO's Technical Cooperation: Delivering Results in Partner Countries

Speakers: Ms. Nahla Haidar

Mr. Mahmud Muntasser, Counsellor, Technical Assistance and
Capacity Building Bureau for Arab Countries, WIPO

12.45 – 13.45 Roundtable Discussion: The Future of the Use of Intellectual Property in Arab
and Neighboring Countries

Speakers: All Speakers

13.45 – 14.00 CLOSING CEREMONY

[End of document]