WIPO NATIONAL SEMINAR ON INTELLECTUAL PROPERTY FOR FACULTY MEMBERS AND STUDENTS OF AJMAN UNIVERSITY

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
Ajman University of Science and Technology (AUST),
the Association of Arab Universities
and
the Association of Arab Private Institutions for Higher Education

Ajman, May 5 and 6, 2004

PROGRAM

prepared by the International Bureau of WIPO
Wednesday, May 5, 2004

9.00 - 9.30 Opening Ceremony
Welcome addresses by:

the Representative of the Ajman University of Science and Technology

the Representative of the Director General of the World Intellectual Property Organization (WIPO)

9.30 - 10.15 The International Protection of Industrial Property: from the Paris Convention to the Agreement on Trade-Related Aspects of Intellectual Property Rights (the TRIPS Agreement)

Speaker: Dr. Michael Blakeney, Director, Queen Mary Intellectual Property Research Institute, Center for Commercial Law Studies, University of London, London

10.15 - 11.00 Copyright and Related Rights: from the Berne Convention for the Protection of Literary and Artistic Works to the TRIPS Agreement

Speaker: Dr. F. Willem Grosheide, Professor of Law, Utrecht University, Netherlands

11.00 - 11.30 Coffee Break

11.30 - 12.15 The Use and Protection of Patents and Trademarks in the Market Place

Speaker: Dr. Michael Blakeney

12.15 - 13.00 The Importance of Teaching and Training in the Field of Intellectual Property at Universities

Speaker: Dr. F. Willem Grosheide

13.00 – 13.45 Objectives and Activities of the Economic Development Program of WIPO in the Arab Region

Speaker: Ms. Luma Hamdan, Consultant, Economic Development Bureau for Arab Countries, WIPO
Thursday, May 6, 2004

9.00 - 9.45  The Economic Importance of Intellectual Property
Speaker:  Mr. Sherif Saadallah, Executive Director, Economic Development Bureau for Arab Countries, WIPO

9.45 - 10.30  Enforcement of Intellectual Property Rights: Challenges, Remedies and Public Awareness
Speaker:  Dr. Michael Blakeney

10.30 - 11.00  Coffee Break

11.00 - 11.45  The Economic Consequences of Counterfeiting and Software Piracy
Speaker:  Mr. Nasser Ali Khasawneh, Regional Counsel for Middle East and North Africa, Business Software Alliance (BSA), Dubai

11.45 - 12.30  Intellectual Property on the Internet: Opportunities and Challenges for Creators, Business and the Public
Speaker:  Dr. F. Willem Grosheide

Speaker:  Dr. Michael Blakeney

13.15 - 13.30  Closing Ceremony