WIPO ASIAN REGIONAL SYMPOSIUM ON THE PROMOTION OF INTELLECTUAL PROPERTY AWARENESS THROUGH PUBLIC OUTREACH

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Commerce and Consumer Affairs
Government of Sri Lanka

and
with the assistance of
the Japan Patent Office (JPO)

Colombo, January 28 to 30, 2003

FINAL PROGRAM

Document prepared by the International Bureau of WIPO
Tuesday, January 28, 2003

9.30 – 10.00 Registration

10.00 – 10.45 Opening Ceremony

Addresses by
Mr. Harsha Wickremasinghe, Secretary, Ministry of Commerce and Consumer Affairs, Government of Sri Lanka

Mr. Takashi Sakurai, Director, International Affairs Division, General Affairs Department, Japan Patent Office (JPO)

Mr. Ranjana Abeysekera, Senior Counsellor, Cooperation for Development Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO)

10.45 – 11.15 Tea Break

Session I: General Overview

11.15 – 12.30 Theme 1

Intellectual Property in the Twenty-First Century: An Overview of Recent Developments; Current and Emerging Global Intellectual Property Issues

Speakers
Mr. Takashi Sakurai, Director, International Affairs Division, General Affairs Department, JPO, Tokyo

Mr. Ranjana Abeysekera, Senior Counsellor, Cooperation for Development Bureau for Asia and the Pacific, WIPO

Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.15 Theme 2

The Economic and Commercial Value of Intellectual Property Rights (IPRs): IPRs as a Means of Protecting Business Interests, Encouraging Innovation and Technology Transfer and Promoting Trade and Investment
Tuesday, January 28, 2003 (cont’d)

Speakers
Mr. Wong Sheng Kwai, Assistant Director General, Intellectual Property Office of Singapore (IPOS), Singapore

Mr. Liao Tao, Deputy Director General, Patent Re-examination Board, State Intellectual Property Office (SIPO), Beijing

Discussion

15.15 – 15.45 Tea Break

15.45 – 17.00 Theme 3 Effective Strategy for the Promotion of Intellectual Property Awareness; Key Elements and Considerations

Speakers
Ms. Sylvie Castonguay, Assistant Editor, Office of Global Communications and Public Diplomacy and Industry Adv. Com., Marketing and Distribution Section, WIPO

Mrs. Lone Hartung Neilsen, Director for Sales and Marketing, Danish Patent and Trademark Office, Copenhagen

Discussion

17.30 – 19.30 WIPO Reception

Wednesday, January 29, 2003

Session II: Promoting Intellectual Property Awareness

9.30 – 10.45 Theme 4 Demystification of Intellectual Property: (a) Reaching the Public and Target Audience; (b) Addressing the Needs of Developing Countries in Intellectual Property Education and Public Awareness

Speakers
Ms. Sylvie Castonguay

Mr. Ranjana Abeysekera

Discussion

10.45 – 11.15 Tea Break
Wednesday, January 29, 2003 (cont’d)

11.15 – 12.30  Theme 5  Identifying Main Target Groups; Shaping the Appropriate Message and Choosing the Right Medium of Delivery for Each Group

Speakers  Mr. Peter Willimott, Acting Director, Marketing and Communications Section, IP Australia, Canberra

Mrs. Lone Hartung Nielsen

Discussion

12.30 – 14.00  Lunch break

14.00 – 15.15  Theme 6  Use of Publications, Multimedia Products and the Web; Maximizing Impact while Minimizing Cost

Speakers  Mr. Peter Willimott

Ms. Sylvie Castonguay

Discussion

15.15 – 15.45  Tea Break

Session III: Selected Country Experiences

15.45 – 17.15  Theme 7  Public Outreach Program: Designing, Launching and Implementing

Speakers  Mr. Peter Willimott

Dr. D. M. Karunaratna, Director, National Intellectual Property Office (NIPO), Colombo

Mrs. Lone Hartung Nielsen

Discussion
Thursday, January 30, 2003

9.30 – 11.00    Theme 7 (continued) Public Outreach Program: Designing, Launching and Implementing

Speakers
Mr. Shingo Tsuji, Director General, Asia-Pacific Industrial Property Center (APIC), Japan Institute of Invention Innovation (JIII), Tokyo
Mr. Wong Sheng Kwai
Mr. Liao Tao

Discussion

11.00 – 11.30   Tea Break

11.30 – 12.30   Panel Discussion IP and Public Outreach: Meeting the Challenge
All participants and Speakers

12.30           Closing Ceremony

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