The Effective Use of the Intellectual Property System for Economic Growth and Business Competitiveness

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Pacific Islands Forum Secretariat (PIFS)

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

Nadi, Fiji, December 1 to 3, 2010

PROGRAM
prepared by the International Bureau of WIPO
Wednesday, December 1, 2010

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Welcome addresses by:

Mr. Douveri Henao, Trade Policy Officer, Economic Governance Programme, Pacific Islands Forum Secretariat (PIFS), Suva

Mr. Toru Yamazaki, Deputy Director, International Affairs Division, General Affairs Department, Japan Patent Office (JPO), Tokyo

Mr. Federico Guicciardini Corsi Salviati, Senior Advisor, Regional Bureau for Asia and the Pacific, World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.00 Coffee Break

10.00 – 11.00 Topic 1 The Importance of Intellectual Property (IP) for Economic Growth and Business Competitiveness

Speaker: Mr. Federico Guicciardini Corsi Salviati

Discussion

11.00 – 12.00 Topic 2 The IP System and the Competitiveness of Enterprises and Industries in the South Pacific Region: Challenges and Opportunities

Speakers: Mr. Douveri Henao

Discussions

12.00 – 13.30 Lunch Break


Speaker: Mr. Takao Ogiya, Director General, Intellectual Property Research Center, Japan Institute of Invention and Innovation (JIII), Tokyo

Discussion

14.30 – 15.30 Topic 4 Using Distinctive Signs to Market Products and Services: The Role of Trademarks in Enhancing Business Competitiveness and in Building Trust among Consumers

Speaker: Mr. Palanyandy Kandiah, Managing Director, KASS International Sdn. Bhd, Kuala Lumpur

Discussion

15.30 – 16.00 Coffee Break
16.00 – 17.00 **Topic 5** Making a Difference with Innovative Designs: Industrial Designs for Market Advantage and Differentiation from Competitors

Speaker: Mr. Lam Chung Nian, Partner Head – Intellectual Property, Media & Technology Practice, Wong Partnership LLP, Singapore

Discussion

17.30 WIPO Reception

**Thursday, December 2, 2010**

9.00 – 10.00 **Topic 6** Identifying the Origin and Quality, Reputation or other Characteristics of Products: The Protection of Geographical Indications for Economic and Social Benefits

Speaker: Mr. Palanyandy Kandiah

Discussion

10.00 – 10.30 Coffee Break

10.30 – 12.00 **Topic 7** The Effective Use of the IP System in Creating, Owing and Commercializing IP Assets: Success Stories and Case Studies of Using IP in Business

Speakers: Mr. Takuya Sugiyama, Program Officer, Regional Bureau for Asia and the Pacific, WIPO, Geneva

Mr. Douveri Henao

Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.30 **Topic 8** Addressing Counterfeiting and Piracy Issues and Dealing with IP Dispute Resolution: A Business Perspective

Speaker: Mr. Lam Chung Nian

Discussion

14.30 – 15.00 Coffee Break
15.00 – 17.00  **Topic 9**

**Supporting the Business Community to Facilitate the Effective Use of the IP System for Competitiveness and Growth**

(i) The Role of Governments

Speaker: Mr. Toru Yamazaki

(ii) The Role of Chambers and other Business Support Organizations

Speakers: Mr. Takao Ogiya

Mr. Douveri Henao

(iii) The Role of WIPO

Speaker: Mr. Federico Guicciardini Corsi Salviati

Discussion

**Friday, December 3, 2010**

9.00 – 10.30  **Topic 10**

**Opportunities and Challenges in the Pacific Region in Using the IP System for Economic Growth and Business Competitiveness: Country Reports**

Speakers: From Cook Islands, Fiji, Kiribati and Samoa

Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.00  **Topic 10**

**Opportunities and Challenges in the Pacific Region in Using the IP System for Economic Growth and Business Competitiveness: Country Reports (Cont’d)**

Speakers: From Solomon Islands, Tonga and Vanuatu

12.00 – 13.00  **Wrap-up Discussion**

**The Effective Use of the IP System for Business Growth and Competitiveness in the South Pacific Region: Possible Measures and Way Forward**

Panelists: All speakers, PIFS and WIPO officials

Discussions All participants

13.00 Closing Ceremony