



PACIFIC ISLANDS
FORUM SECRETARIAT



JAPAN PATENT OFFICE



SUB-REGIONAL WORKSHOP

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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

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|---------------|-----------------------|--|
| 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 | |
| 13.30 – 14.30 | Topic 3 | From Invention to Patent: Protecting New and Innovative Ideas for Launching New Products and Exploiting Patent Information for Business Development |
| | | 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
 <u>Thursday, December 2, 2010</u>		
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, Owning 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	<p>Supporting the Business Community to Facilitate the Effective Use of the IP System for Competitiveness and Growth</p> <p>(i) The Role of Governments</p> <p>Speaker: Mr. Toru Yamazaki</p> <p>(ii) The Role of Chambers and other Business Support Organizations</p> <p>Speakers: Mr. Takao Ogiya Mr, Douveri Henao</p> <p>(iii) The Role of WIPO</p> <p>Speaker: Mr. Federico Guicciardini Corsi Salviati</p> <p>Discussion</p>
<u>Friday, December 3, 2010</u>		
9.00 – 10.30	Topic 10	<p>Opportunities and Challenges in the Pacific Region in Using the IP System for Economic Growth and Business Competitiveness: Country Reports</p> <p>Speakers: From Cook Islands, Fiji, Kiribati and Samoa</p> <p>Discussion</p>
10.30 – 11.00	Coffee Break	
11.00 – 12.00	Topic 10	<p>Opportunities and Challenges in the Pacific Region in Using the IP System for Economic Growth and Business Competitiveness: Country Reports (Cont'd)</p> <p>Speakers: From Solomon Islands, Tonga and Vanuatu</p>
12.00 – 13.00	Wrap-up Discussion	<p>The Effective Use of the IP System for Business Growth and Competitiveness in the South Pacific Region: Possible Measures and Way Forward</p> <p>Panelists: All speakers, PIFS and WIPO officials</p> <p>Discussions All participants</p>
13.00	Closing Ceremony	

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