
organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

Tokyo, Japan, November 11 and 12, 2010

PROGRAM
prepared by the International Bureau of WIPO
Thursday, November 11, 2010

9.30 – 9.45 Opening ceremony

Welcome addresses by:

Dr. Masahiro Hashimoto, Director General, Trademark, Design and Administrative Affairs Department, Japan Patent Office (JPO), Tokyo

Mr. Takashi Yamashita, Director, PCT International Cooperation Division, World Intellectual Property Organization (WIPO), Geneva

9.45 – 10.00 Coffee Break

THEME 1: SIGNIFICANCE OF THE GLOBAL INTELLECTUAL PROPERTY (IP) PROTECTION SYSTEMS AND RECENT DEVELOPMENTS IN THE SYSTEMS

10.00 – 10.45 Topic 1 Global IP Protection Systems for Promotion of Innovation and Business Competitiveness: Japan’s Experience

Speaker: Dr. Masahiro Hashimoto

Discussion

10.45 – 12.15 Topic 2 Recent Developments in Global IP Protection Systems and their Advantages for Developing Countries

Speaker: Mr. Takashi Yamashita (PCT System)

Speaker: Mr. Neil Wilson, Director, Functional Support Division, World Intellectual Property Organization (WIPO), Geneva (Madrid System)

Discussion

12.15 – 14.00 Lunch Break JPO Welcome Lunch

14.00 – 15.30 Topic 3 Recent Developments in Information Technology (IT) and the Effective Use of Global IP Protection Systems

Speaker: Mr. Takashi Yamashita (PCT System)

Speaker: Mr. Neil Wilson (Madrid System)

15.30 – 16.00 Coffee Break

THEME 2: EFFECTIVE USE OF PCT SYSTEM FOR GLOBAL INTELLECTUAL PROPERTY PROTECTION

16.00 – 17.00 Topic 4 PCT System as an Important Tool for Business in a Global Market: The Role of Attorneys

Speaker: Mr. Takaki Nishijima, Partner, Nakamura & Partners, Tokyo

Discussion
Friday, November 12, 2010

9.30 – 10.30 Topic 5 Advantages and Limitations of the PCT System from the User Perspective

Speaker: Mr. Takae Ota, Manager, Intellectual Property Department, Sekisui Chemical Co., LTD., Kyoto

Discussion

10.30 – 11.00 Coffee Break

11.00 – 12.30 Topic 6 The Role of National IP Offices to Promote the Strategic Use of the PCT System: Challenges and Prospects

Speakers: Mr. Aiji Aoki, Director, International Application Division, Japan Patent Office (JPO), Tokyo

Mr. Xiang Li, Deputy Director, PCT Division, State Intellectual Property Office of the People's Republic of China (SIPO), Beijing

Discussion

12.30 – 14.00 Lunch Break

THEME 3: INCREASING DEMAND FOR GLOBAL IP PROTECTION SYSTEMS IN ASIA AND THE PACIFIC

14.00 – 15.30 Topic 7 Current Status and Future Perspectives of Regional States on Global IP Protection Systems

Moderator: Mrs. Maria-Antonieta De Icaza, Head, WIPO Japan Office, World Intellectual Property Organization (WIPO), Tokyo

Speakers: Presentations by China, India, Indonesia, Malaysia and Mongolia

15.30 – 16.00 Coffee Break

16.00 – 17.30 Topic 7 (cont’d) Current Status and Future Perspectives of Regional States on Global IP Protection Systems

Speakers: From Philippines, Sri Lanka, Thailand and Viet Nam
17.30 – 18.00 Roundtable: The Role of Government and Private Sector for Promotion of Innovation and Business Competitiveness through the Strategic Use of Global IP Protection Systems

Moderator: Mrs. Maria-Antonieta De Icaza

Speakers: All participants and speakers

18.00 Closing ceremony