The Congress is part of the Calendar of:

Torino 2008

International Conference on
Design-Driven Innovation: New Challenges to Intellectual Property Protection

October 28 and 29, 2008, Turin (Italy)
Centro Congressi Torino Incontra, Via Nino Costa 8
### Tuesday, October 28th, 2008

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<tr>
<td>9.30 - 10.00</td>
<td>Registration</td>
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<tr>
<td>10.00 - 11.00</td>
<td>Opening Ceremony</td>
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#### Opening addresses by:
- **The Hon. Mr. Claudio Scajola**
  - Minister for Economic Development
  - Rome, Italy
- **Mr. Francis Grury**
  - Director General, World Intellectual Property Organization (WIPO)
  - Geneva, Switzerland
- **Mr. Mauro Masi**
  - Secretary General, Presidency of the Council of Ministers and Italian Delegate for Intellectual Property
  - Rome, Italy
- **The Hon. Mr. Sergio Chiamparino**
  - Mayor, City of Turin and President of the 2008 World Design Capital Foundation
  - Turin, Italy

#### Introduced by:
- **Mr. Alessandro Barberis**
  - President, Chamber of Commerce, Industry, Handicraft and Agriculture
  - Turin, Italy

#### 11.00 - 11.30
- **Coffee Break**

#### 11.30 - 13.30

#### Theme One
- **Protection and Enforcement of Industrial Designs:** Opening and Enlargement of the Relevant Market: A Challenge to the National Based Protection Systems

#### Moderator:
- **Mrs. Ludovica Agrò**
  - UIBM-MSE

#### Speakers:
- **Mr. Gorgo Badolin**
  - Director General, Industrial Design Department, State Intellectual Property Office (SIPO)
  - Beijing, People’s Republic of China
- **Mr. Habib Hassan**
  - President, Turkish Patent Institute (TPI)
  - Ankara, Turkey
- **Mr. Mario R. Aramburu**
  - President, National Institute of Industrial Property (INPI)
  - Buenos Aires, Argentina
- **Mrs. Beniamini Ilham**
  - Head of Patent and Industrial Design Unit, Moroccan Industrial and Commercial Property Office (OMPIC)
  - Casablanca, Morocco

#### Lunch Break Offered by Chamber of Commerce of Turin

#### 15.00 - 16.00

#### Theme Two
- **The International Protection of Design: The Hague System and the Community Design**

#### Moderator:
- **Mrs. Ludovica Agrò**
  - UIBM-MSE

#### Speakers:
- **Mr. Grégoire Bisson**
  - Head, International Registration Systems Legal Service, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO
- **Mr. Andrea di Carlo**
  - Head, International Affairs and External Relations Department, Office for Harmonization in the Internal Market (OHIM) (Community Trade Marks and Designs)
  - Alicante, Spain

#### 16.00 - 18.00

#### Theme Three
- **Industrial Design, Innovation and Intellectual Property Protection: Case Studies From the Business Community**

#### Moderator:
- **Mr. Francesco Antonioli**
  - Journalist, “il Sole 24 Ore”, Turin, Italy

#### Wednesday, October 29th, 2008

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<tr>
<td>9.30 - 11.00</td>
<td>Theme Three (cont) INDUSTRIAL DESIGN, INNOVATION AND INTELLECTUAL PROPERTY PROTECTION: BEST PRACTICES FROM THE INSTITUTIONAL SECTOR</td>
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#### Moderator:
- **Mr. Vittorio Faraggiana**
  - President, Association of Industrial Property Consultants
  - Milan, Italy

#### Speakers:
- **Mr. Tom Dealessandri**
  - Vice Mayor, City of Turin and Representative of Turin World Capital 2008 Committee
  - Turin, Italy
- **Mr. Tonino Paris**
  - Coordinator, Arts, Design and New Technologies Section, University “La Sapienza”, Rome, Italy
- **Mr. Marco Ricolli**
  - Professor, University of Turin
  - Faculty of Law, Turin, Italy