INTERNATIONAL CONFERENCE ON DESIGN-DRIVEN INNOVATION: NEW CHALLENGES TO INTELLECTUAL PROPERTY PROTECTION

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Italian Patent and Trademark Office (UIBM)
and
the Chamber of Commerce, Industry, Handicraft and Agriculture of Turin

Turin, Italy, October 28 and 29, 2008

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Tuesday, October 28, 2008

9.30 – 10.00 Registration

10.00 – 11.00 Opening Ceremony

Opening Addresses by:

The Hon. Mr. Ugo Martinat, Under Secretary, Ministry of Economic Development, Rome

Mr. Francis Gurry, Director General of the World Intellectual Property Organization (WIPO), Geneva, Switzerland

Mr. Mauro Masi, Secretary General of the Presidency of the Council of Ministers and Italian Delegate for Intellectual Property, Rome

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. Carlotta Graffigna, Executive Director-Advisor, WIPO

Speakers: Mrs. Ludovica Agrò, Director General, Italian Patent and Trademark Office, Ministry of Economic Development (UIBM/MSE), Rome

Mr. T. C. James, Director, Ministry of Commerce and Industry, Department of Industrial Policy and Promotion, New Delhi

Mr. Gong Baomin, Director General, Industrial Design Department, State Intellectual Property Office (SIPO), Beijing
Mr. Habip Asan, President, Turkish Patent Institute (TPI), Ankara

Mr. Mario R. Aramburu, President, National Institute of Industrial Property (INPI), Buenos Aires

Mrs. Bennani Ilham, Head of Patent and Industrial Design Unit, Moroccan Industrial and Commercial Property Office (OMPIC), Casablanca

13.30 – 15.00 Lunch Break

15.00 – 16.00 Theme Two: The International Protection of Design: The Hague System and the Community Design

Moderator: Mrs. Ludovica Agrò, UIBM

Speakers: Mr. Grégoire Bisson, Head, International Registration Systems Legal Service, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO

Mr. Andrea di Carlo, Director, Institutional Affairs and External Relations Department, Office for Harmonization in the Internal Market (OHIM) (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

Speakers: Mr. Gerhard Bauer, Chief Trademark Counsel, Daimler AG, Stuttgart, Germany

Mr. René Adda, President and Director General, Lexon S.A., Paris

Mr. Francesco Lovo, Director of Research and Development,
18.00 – 19.30 Reception offered by WIPO

18.00 – 19.30 Reception offered by WIPO

Wednesday, October 29, 2008


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 Foundation, Turin, Italy

Mr. Tom Dealessandri, Vice-Mayor, City of Turin and Representative of Turin World Capital 2008 Foundation, Turin, Italy

Mr. Tonino Paris, Coordinator, Arts, Design and New Technologies Section, University “La Sapienza”, Rome

Mr. Marco Ricolfi, Professor, University of Turin, Faculty of Law, Turin, Italy

Mr. Mario Barbuto, President, Court of Justice, Turin, Italy

Pininfarina Extra, Turin, Italy
Mrs. Laura Ceccherini, Legal Affairs, Guccio Gucci SpA, Florence, Italy

Mrs. Elena Fantozzi, Legal Affairs, FIAT Group Automobiles, Turin, Italy

Mr. Angelo Ballarini, Chief Executive Officer, Ballarini SpA, Mantova, Italy

Mr. Massimo Bortott, Licensing Manager, Alessi SpA, Verbania, Italy

Mrs. Maria Augusta Fioruzzi, Industrial Property Consultant, Rome
11.00 – 11.30 Coffee Break

11.30 – 13.00 Mrs. Luisa Bocchietto, President, Association for Industrial Design (ADI), Milan, Italy

Mr. Massimo Arlechino, President, Fondazione Valore Italia, Rome

Mr. Roberto Marcatti, Professor, Polytechnic Institute, Faculty of Design, Milan, Italy

Mrs. Patrizia Scarzella, Professor, University of Genova, Genova, Italy

Mrs. Enrica Acuto Jacobacci, Eclettica-Akura S.r.l., Turin, Italy

13.00 – 15.00 Lunch Break

15.00 – 17.00 Theme Four: The Economic Value of Industrial Design: Valuation Models

Moderator: Mr. Guido Bolatto, Secretary General, Chamber of Commerce, Industry, Handicraft and Agriculture, Turin, Italy

Speakers: Mrs. Sara Giordani, Patent and Design, Valuation Expert, UIBM

Mr. Pier Angelo Biga, Managing Partner, ICM Advisors, Turin, Italy

17.00 – 17.30 Closing Remarks by:

Mr. Ernesto Rubio, Assistant Director General, WIPO

Mrs. Ludovica Agrò, UIBM

Mr. Guido Bolatto, Chamber of Commerce, Industry, Handicraft and Agriculture of Turin

[End of document]