

WIPO-ASEAN/IP/BKK/06/INF/1 Prov.

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DATE: November 29, 2006



DEPARTMENT OF INTELLECTUAL PROPERTY
MINISTRY OF COMMERCE
GOVERNMENT OF THAILAND



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO-ASEAN REGIONAL SEMINAR
ON THE STRATEGIC USE OF INTELLECTUAL PROPERTY
FOR DEVELOPMENT**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Department of Intellectual Property of Thailand (DIP),
Ministry of Commerce,
Government of Thailand

Bangkok, November 30 and December 1, 2006

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, November 30, 2006

9.00 – 9.30 OPENING CEREMONY

Addresses by:

Representative of the Association of Southeast Asian Nations (ASEAN)

Mr. Sherif Saadallah, Executive Director, World Intellectual Property Organization (WIPO)

The Honorable Mr. Krirk-Krai Jirapaet, Ministry of Commerce, Government of Thailand

9.30 – 10.00 Coffee Break

10.00 – 11.00 WIPO and its Focus on Intellectual Property (IP) and Economic Development

Speaker: Mr. Pushendra Rai, Acting Director, Intellectual Property and Economic Development Division, Office of Strategic Use of Intellectual Property for Development, WIPO

11.00 – 12.00 Introduction to the Study on the Compilation of Manuals, Guidelines and Directories in the Area of Intellectual Property (IP) Portfolio Management Customized for ASEAN Member Countries

Speaker: Mr. Lee Yuke Chin, Regional Consultant on IP and Innovation, Kuala Lumpur

12.00 – 13.30 Lunch Break

13.30 – 14.30 Theme I Commercialization of Inventions

Speaker: Mr. Choavalit Ekabut, President of Paper Business – Siam Cement Group, Bangkok

Mr. Yasmon, Deputy Director for International Cooperation, Directorate General of Intellectual Property Rights, Tangerang, Indonesia

Moderator: [to be named]

14.30 – 14.45 Coffee Break

14.45 – 15.45 Theme II Profiting from Original Industrial Designs

Speakers: [to be named]

From Vietnam

Moderator: [to be named]

15.45 – 16.15 Discussion on Topics I and II

17.00 – 18.00 Reception hosted by WIPO

Friday, December 1, 2006

9.00 – 10.15 Theme III Contribution of Trademarks to Business Development

Speakers: Mr. David Bertay, Chief Executive Officer, Liquid Design
Production Team, Bangkok

Mr. Ngeth Vibol, Director, Department of Industrial
Property, Ministry of Industry, Mines and Energy,
Phnom Penh

Moderator: [to be named]

10.15 – 10.30 Coffee Break

10.30 – 11.30 Theme IV Contribution of Copyright to Economic and Cultural
Development

Speakers: Mr. Manisekaran Amasi, Director of Copyright, Intellectual
Property Corporation of Malaysia (MyIPO), Kuala Lumpur

Mrs. Emma C. Francisco, Associate, Reyes Francisco and
Associates Law Offices, Manila

Moderator: [to be named]

11.30 – 12.00 Discussion on Topic III and IV

12.00 – 13.30 Lunch Break

13.30 – 14.30 Theme V Valuation and Assessment of IP Rights in Business
Enterprises

- Speakers: Ms. Chu Wee Ken, Partner, D.F. Abang Zen,
Bandar Seri Begawan
- Dr. Jade Donovanik, Dean, Law Faculty of Siam University,
Bangkok
- Moderator: [to be named]
- 14.30 – 14.45 Coffee Break
- 14.45 – 15.45 Theme VI Financial Schemes for IP Assets
- Speakers: Mr. Gunalan Veloo, Senior Executive, Enterprise
Development Department, Infrastructure Development
Division, Intellectual Property of Singapore (IPOS),
Singapore
- Mr. Weerawit Weeraworawit, Minister for Commercial
Affairs, Ministry of Commerce, Bangkok
- Moderator: [to be named]
- 15.45 – 16.30 Discussion on Topics V and VI
- 16.30 – 17.30 Round Table Discussion: Future Action Plan
- Moderators: WIPO
- ASEAN Secretariat, National Consultants and Private
Companies
- 17.30 – 18.00 Closing Session
- Representative of the Government of Thailand
- Mr. Sherif Saadallah

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