



SPANISH PATENT AND TRADE MARK OFFICE (OEPM)




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## ROVING SEMINAR

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**WIPO/RS/IP/ES/19/INF/2/PROV.3**  
**3 ORIGINAL: ENGLISH**  
**DATE: JANUARY 25, 2019**

### INTANGIBLE ASSETS AS A COMPETITIVENESS FACTOR OF THE INTERNATIONALIZATION OF A COMPANY

organized by  
 the World Intellectual Property Organization (WIPO)

in cooperation with  
 the Spanish Patent and Trademark Office (OEPM)

in collaboration with

Escuela de Organización Industrial (EOI)

and

Agencia de Innovación y Desarrollo de Andalucía ( IDEA)

**Seville, February 19, 2019**

### PROVISIONAL PROGRAM

*prepared by Secretariat*



Tuesday, February 19, 2019

09.00 a.m. – 09.20 a.m. **OPENING CEREMONY**

Welcome addresses by:

- Mr. José Antonio Gil Celedonio, Director, Spanish Patent Office (OEPM), Madrid
- Mr. Alejandro Roca Campaña, Senior Director, Access to Information and Knowledge Division, Global Infrastructure Sector, GIS, World Intellectual Property Organization (WIPO), Geneva
- Mr. Francisco Velasco, Director EOI Andalucía
- Mr. Manuel Cano, Vice director General, IDEA

09.20 a.m. – 09.40 a.m. **Topic 1: Business competition and Intellectual property**

Speaker: Mr. José Antonio Gil Celedonio

09.40 a.m. – 10.50 a.m. **Topic 2: Global Intellectual Property Systems: Patent Cooperation Treaty (PCT). Advantages and Challenges for Spanish users**

Speakers: Mr. Carlos Roy, Program Officer, PCT International Cooperation Division, PCT Legal and International Affairs Department, WIPO  
Ms. Elena Rojas, Senior Counsellor, Patent and Information Technology Department, OEPM  
Mr. Antonio Barrero, Founder and Director General PUNTONARANJA SOS

10.50 a.m. – 11.20 a.m. Coffee Break

11.20 a.m. – 12.20 p.m. **Topic 3: Global Intellectual Property Systems: Madrid System for the International Registration of Marks  
The Hague System for the International Registration of Industrial Designs. Advantages and Challenges for Spanish users**

Speakers: Ms. Aurea Plana, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO  
Mr. Antonio Fagundo CEO Masaltos.com

12.20 p.m. – 12.50 p.m. **Topic 4: Alternative Disputes Resolution: the WIPO Arbitration and Mediation Center. Advantages and Challenges for Spanish users**

Speakers: Mr. Vázquez López, Head, Section for Coordination of Developed Countries, Department for Transition and Developed Countries, WIPO  
Sra. Cristina Casas Feu, Director CASAS ASIN Lawyers.

12.50 p.m. – 14.00 p.m. **Topic 5 Global databases for Intellectual Property Platforms and Tools for the Connected Knowledge Economy. Advantages and Challenges for Spanish users**

Speakers: Mr. Roca Campaña, WIPO  
Ms. Blanca Vila Riudavets, Head of Search and Documentation  
OEPM Patent and Information Technology Department. OEPM  
(TBD)  
Ms. Cristina Amate Bueno, Head, Department Industrial property  
Department IDEA.

14.00 p.m. – 14.20 p.m. **Debate**

14.20 p.m. – 14.30 p.m. **Closing of the Event**

14.30 p.m. – **Cocktail**

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