



WORKSHOP

**WIPO/SMES/NAP/19/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: JUNE 18, 2019**

Intellectual Property as a Strategic Asset for SMEs and Start-ups

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Directorate General for the Fight Against Counterfeiting – Italian Patent and Trademark
Office (DGLC-UIBM), Ministry of Economic Development

in collaboration with
the SMES Industry Association (CONFAPI)

and
the International Chamber of Commerce (ICC)

Naples, Italy, September 17, 2019

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, September 17, 2019

9.00 – 9.30 Registration

9.30 – 10.00 **OPENING SESSION**

Welcome addresses by:

- Prof. Gaetano Manfredi, Rector, University of Naples “Federico II”, Naples, Italy
- Ms. Simona Marzetti, Head, International Affairs, Directorate General for the Fight Against Counterfeiting (DGLC) – Italian Patent and Trademark Office (UIBM), Ministry of Economic Development, Rome
- Mr. Giovanni Napolitano, Deputy Director, Department for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO), Geneva
- Mr. Raffale Marrone, President, Confapi Napoli, Naples, Italy
- Avv. Michele Elio de Tullio, Chairman, IP Commission, ICC, Rome

10.00 – 10.40 **Topic1** **What is Intellectual Property (IP) Management? Why is it Important for SMEs?**

WIPO and its Role to Support SMEs in E-Commerce, Branding, Exporting

Speaker: Mr. Giovanni Napolitano

Questions and Answers

10.40 – 11.30 **Topic 2** **Trademarks, Geographical Indications, Designs**

WIPO Services, Databases, Publications and their use by SMEs

Case Study: Giacomo Maggiaro, Biological Farm Franca Battista

Speaker: Mr. Giovanni Napolitano

Questions and Answers

11.30 – 11.45 Coffee Break

11.45 – 13.00 **Topic 3** **The Role of Patents for SMEs**

IP Diagnostics for SMEs: A New Tool to Help SMEs use IP to Protect their Assets

Case Study: Mr. Flavio Farroni, CEO & Co-founder, MegaRide

Speaker: Mr. Giovanni Napolitano

Questions and Answers

13.00 – 14.00 Lunch Break

14.00 – 15.30 **Topic 4 Trade Secrets, IP Information and IP Tools for SMEs**

Speakers: Avv. Michele Elio de Tullio

Mr. Roberto Sandrini, Project Manager, VIP4SMEs EU
Project, Venice, Italy

Questions and Answers

15.30 – 16.20 **Topic 5 IP Enforcement and its Challenges**

Case Study

Speakers: Ms. Simona Marzetti

Mr. Graziano Mazza, *Amministratore Delegato*,
PREMIATA srl, Fermo, Italy

Questions and Answers

16.20 – 16.30 **CLOSING SESSION**

[End of document]