



MONGOLIAN NATIONAL CHAMBER OF  
COMMERCE AND INDUSTRY



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION



KOREAN INTELLECTUAL  
PROPERTY OFFICE

**WIPO-KIPO-MNCCI NATIONAL SEMINAR  
ON USING IP PANORAMA FOR BUILDING CAPACITY OF  
SMALL AND MEDIUM-SIZED ENTERPRISES  
FOR STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT**

organized by

the World Intellectual Property Organization (WIPO)

the Korean Intellectual Property Office (KIPO)

and the Mongolian National Chamber of Commerce and Industry (MNCCI)

**Ulaanbaatar, March 14, 2008**

PROGRAM

*prepared by the International Bureau of WIPO*

Friday, March 18, 2008

- 09:00 – 09:30 Registration
- 09.30 – 10.00 OPENING CEREMONY
- Opening Remarks by the Representatives of the Mongolian National chamber of Commerce and Industry (MNCCI), the Korean Intellectual Property Office (KIPO) and the World Intellectual Property Organization (WIPO)
- 10.00 – 10.20 Coffee Break
- 10.20 – 11.00 Topic 1: Intellectual Property Awareness and Capacity of Mongolian Entrepreneurs and Small and Medium-sized Enterprises and Capacity Building Activities of MNCCI and the Intellectual Property Office of Mongolia (IPOM), etc
- Speakers: Dr. Z. Namjil, Patent Expert, IPOM
- Ms. S.Munkhjargal, Head, Patent & Trademark Bureau, MNCCI
- 11.00 – 11.20 Topic 2: Korean National Experience on Building Intellectual Property Awareness and Capacity of Small and Medium-sized Enterprises
- Speaker: Mr. Jae-Hyun AHN, Senior Director, Intellectual Property Policy Division, KIPO
- 11.20 – 11.40 Topic 3: KIPO Innovation for Customer Satisfaction Utilizing IT Technology
- Speaker: Jong-Hyub CHOI, Director General, Information Policy Bureau, KIPO
- 11.40 – 12.20 Topic 4: WIPO Program of Activities on Building Intellectual Property Awareness and Capacity of entrepreneurs and SMEs
- Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises (SMEs) Division, WIPO
- 12.20 – 14.00 Lunch

- 14.00 – 15.00      Topic 5:    IP PANORAMA as an Effective Capacity Building Tool  
for entrepreneurs, SMEs, etc
- Speakers: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO
- Mr. Baek Jae-hong, Deputy Director, Technical  
                  Cooperation Team, KIPO
- 15.00 – 15.20      Coffee Break
- 15.20 – 16.20      Topic 6:    Developing a National IP Action Plan for building the  
capacity of Entrepreneurs and SMEs to make effective use  
of the IP system
- Speakers: Mr. Guriqbal Singh Jaiya, WIPO
- Mr. Jae-Hyun AHN, KIPO
- Mr. D. Bat-Erdene, Assistant Director, IPOM
- 16.20 – 17.20      Group Discussion (all speakers and participants)
- 17.20 – 17.30      CLOSING CEREMONY

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