

WIPO-QCCI/IP/DOH/03/INF.1

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QATAR CHAMBER OF COMMERCE
AND INDUSTRY



STATE OF QATAR



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO/QCCI SUB-REGIONAL SEMINAR ON SMALL AND
MEDIUM-SIZED ENTERPRISES FOR THE MEMBER STATES OF THE
GULF COOPERATION COUNCIL (GCC)**

organized by
the World Intellectual Property Organization (WIPO)
and
the Qatar Chamber of Commerce and Industry (QCCI)

in cooperation with
the Ministry of Economy and Commerce

Doha, October 14 and 15, 2003

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, October 14, 2003

- 8.30 - 9.00 Opening Ceremony
- Welcome addresses by:
- the Representative of the State of Qatar
- the Representative of the World Intellectual Property
 Organization (WIPO), Geneva
- the Representative of the Qatar Chamber of Commerce
 and Industry (QCCI)
- 9.00 - 9.30 Coffee Break
- 9.30 - 10.30 The Importance of Intellectual Property for Social, Cultural
 and Economic Development
- Speaker: Ms. Cherine Rahmy, Counsellor, Small and
 Medium-Sized Enterprises (SMEs) Division,
 WIPO, Geneva
- 10.30 - 11.30 The National and Sub-Regional Programs of Support for Small
 and Medium-Sized Enterprises
- Speakers: One to be nominated by the Qatari Government
- One to be nominated by the Qatar Chamber of Commerce
 and Industry
- 11.30 - 12.30 The Importance of Intellectual Property for SMEs: WIPO's Role,
 Strategy and Program for Assisting SMEs Worldwide
- Speaker: Mr. Marzano de Marinis, Associate Legal Officer,
 Small and Medium-Sized Enterprises (SMEs) Division,
 WIPO, Geneva
- 12.30 - 13.00 Coffee Break

13.00 - 14.00 Brand Management: Role of Trademarks, Collective/Certification Marks, Geographical Indications and Industrial Designs as Marketing Tools for SMEs: Practical Experience and Case Studies

Speaker: Mr. Prabuddha Ganguli, Advisor, Vision-IPR, Mumbai, India

Wednesday, October 15, 2003

8.30 - 9.30 Technological Modernization and Upgrading: the Role of Patents (including patent information), Utility Models and Trade Secrets for Enhancing the Competitiveness of SMEs: Practical Experience and Case Studies

Speaker: Mr. Prabuddha Ganguli

9.30 - 10.30 Institutional Support for Development and Commercialization of Inventions, and Access to Financing and Marketing: the Experience of Finland

Speaker: Mr. Kari Sipilä, Senior Advisor, Foundation for Finnish Inventions, Espoo, Finland

10.30 - 11.00 Coffee Break

11.00 - 12.00 Case Studies on the Successful Use of the IP System by SMEs

Speaker: Mr. Marzano de Marinis

12.00 - 13.00 Innovation Support Services (Public, Private, Innovation Centers, Incubators, Technology Parks), Practical Experience and Case Studies

Speaker: Mr. Kari Sipilä

13.00 - 14.00 Roundtable Discussion: Major Policy Issues for Promoting the Use
of the Intellectual Property System by SMEs in Developing Countries
of the Region for Business Success

Speakers: Mr. Kari Sipilä
Mr. Prabuddha Ganguli
Ms. Cherine Rahmy
Mr. Marzano de Marinis
The two nominated Qatari Local Speakers

14.00 - 14.30 Closing Ceremony

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