



STATE SERVICE OF INTELLECTUAL PROPERTY AND
INNOVATION UNDER THE GOVERNMENT OF THE KYRGYZ
REPUBLIC (KYRGYZPATENT)



NATIONAL SEMINARS

WIPO/INF 1
ORIGINAL: ENGLISH
DATE: OCTOBER 2013

Implementation of the National Intellectual Property Strategy and Intellectual Property Rights Protection for Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

and

the State Service of Intellectual Property and Innovation under the Government of the Kyrgyz
Republic (Kyrghyzpatent)

Bishkek, November 20 to 21, 2013

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 20, 2013

Implementation of the National Intellectual Property Strategy

9.00 – 9.30 Registration

9.30 – 9.45 Opening Ceremony

Welcome addresses by:

The representative of the Government of the Kyrgyz Republic, Bishkek

Mr. Anil Sinha, Head, Small and Medium-sized Enterprises Section, WIPO,
Geneva

- 9.45 – 10.30 **Topic 1** **Development of the National IP Systems in Countries in Transition: Role of WIPO**
- Speaker: Mr. Evgeniy Sesitsky, Consultant, Department for Transition and Developed Countries (TDC), WIPO, Geneva
- 10.30 – 11.15 **Topic 2** **National IP Strategies as a Basis for the Innovation Model Economy**
- Speaker: Mr. Ron Marchant, International IP Expert, Torfaen, United Kingdom
- 11.15 – 11.30 Coffee Break
- 11.30 – 12.00 **Topic 3** **National IP Strategy in Kyrgyzstan: Main Goals and Expected Results**
- Speaker: Ms. Zina Isabaeva, Deputy Chairman, State Service of Intellectual Property and Innovation under the Government of the Kyrgyz Republic, Bishkek
- 12.00 – 12.20 **Topic 4** **State Policy for the Industry Development of the Kyrgyz Republic**
- Speaker: Mr. Asanov, Deputy Minister of Energy and Industry of the Kyrgyz Republic, Bishkek
- 12.20 – 13.00 **Topic 5** **Round Table: Current Challenges of the Implementation of the National IP Strategy in Kyrgyzstan - Lessons Learned and Proposals on how to Improve the Process**
- Moderator: Mr. Evgeniy Sesitsky
- Speakers: All stakeholders
- 13.00 – 14.30 Lunch Break
- Intellectual Property Rights Protection for Small and Medium-Sized Enterprises (SMEs)**
- 14.30 – 15.10 **Topic 6** **The Role of Effective Intellectual Property (IP) Asset Management in Enhancing the Competitiveness of Small and Medium-sized Enterprises (SMEs)**
- Speaker: Mr. Anil Sinha
- 15.10 – 15.50 **Topic 7** **Managing Intellectual Property Assets in International Business with a focus on Transfer of Technology**
- Speaker: Mr. Ron Marchant

15.50 – 16.30 **Topic 8** ***Inventing the Future – The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace***

Speaker: Mr. Ron Marchant

16.30 – 16.45 Coffee Break

16.45 – 17.45 **Topic 9** ***Looking Good – The Role of Design in Branding***

Speaker: Mr. Pierre El Khoury, Professor,
University *La Sagesse*, Beirut

Thursday, November 21, 2013

9.00 – 10.00 **Topic 10** ***Making a Mark – The Role of Trademarks in Branding***

Speaker: Mr. Anil Sinha

10.00 – 10.30 **Topic 11** ***Branding and its Role in the Sphere of Tourism***

Speaker: Mr. Chakiev, Director, Department for Tourism
under the Ministry of Culture, Information and
Tourism of the Kyrgyz Republic, Bishkek

10.30 – 10.45 Coffee Break

10.45 – 11.30 **Topic 12** ***Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks***

Speaker: Mr. Anil Sinha

11.30 – 12.30 **Topic 13** ***Shaping Business Strategy through Competitive Intelligence (including Practical Exercises)***

Speaker: Mr. Pierre El Khoury

12.30 – 13.00 **Topic 14** ***Development of Small and Medium-Sized Business in the Kyrgyz Republic***

Speaker: Ms. Arunova, Head, Entrepreneurship Policy
Department, Ministry of Economy of the Kyrgyz
Republic, Bishkek

13.00 – 14.30 Lunch Break

14.30 – 15.00 **Topic 15** ***Recommendations on Strengthening the Role of Innovative Small and Medium-sized Enterprises (SMEs) in CIS Countries: WIPO Tool***

Speaker: Mr. Evgeniy Sesitsky

- 15.00 – 16.00 **Topic 16** **Conducting an IP Audit and Managing IP Assets**
- 16.00 – 16.15 Coffee Break
- 16.15 – 17.00 **Topic 17** **IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing**
- 17.00 – 17.30 Evaluation and closing of the seminars

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