WIPO TRAINING OF TRAINERS PROGRAM ON INTELLECTUAL PROPERTY ASSET MANAGEMENT BY ENTREPRENEURS, MICRO ENTERPRISES AND SMALL AND MEDIUM Sized ENTERPRISES

Organized by
the World Intellectual Property Organization (WIPO) and
the Philippines Chamber of Commerce and Industry (PCCI)

in cooperation with the
Universal Access to Competitiveness and Trade;
Philippine Chamber of Commerce and Industry for Mindanao;
Oro Chamber of Commerce and Industry Foundation, Inc.;
and
Intellectual Property Office, Philippines

Cagayan de Oro, Philippines, August 3 to 5, 2010

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Monday, August 3, 2010

8.45 – 9.30 Registration

9.30 – 9.40 Invocation
   National Anthem
   Introduction of the Participants

9.40 – 9.45 Welcome Address
   Atty. Allan B. Gepty, Deputy Director General, Intellectual Property (IP) Office, Manila

   Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprises (SMEs) Division, WIPO
   Resources: Module 1 of IP PANORAMA
              Website of SMEs Division of WIPO at www.wipo.int/sme

10.45 – 11.00 Tea/Coffee Break

11.00 – 12.00 Making a Mark – The Importance of Trademarks in Establishing a Distinct Identity in the Market Place
   Speaker: Mr. P. Kandiah, IP Consultant, KASS International Sdn. Bhd, Kuala Lumpur
   Resources: Module 2 of IP PANORAMA
              “Making a Mark”

12.00 – 12.15 Discussion

12.15 – 13.30 Lunch Break
13.30 – 14.30  Looking Good – The Appeal of Designs in Getting Noticed by the Customer

Speaker:  Engr. Amelita Amon, Division Chief, Industrial Design and Layout Design of Integrated Circuit Examiner Division (IDICED), IP Office, Manila

Resources:  Module 2 of IP PANORAMA
            Looking Good

14.30 – 15.30  Adding Value with Geographical Indications, Certificate and Collective Marks

Speaker:  Mr. Guriqbal Singh Jaiya

15.30 – 15.45  Tea/Coffee Break

15.45 – 16.45  Creative Expression – Benefiting From Your Copyright and Using the Copyright Works of Others

Speaker:  Mr. P. Kandiah

Resources:  Module 5 of IP PANORAMA
            “Creative Expression”

16.45 – 17.45  In Confidence– Putting in Place a Trade Secret Protection Program

Speaker:  Mr. Guriqbal Singh Jaiya

Resources:  Module 4 of IP PANORAMA

17.45 – 18.00  Discussion
Tuesday, August 4, 2010

9.30 – 10.30 Inventing the Future – The Importance of Inventive and Innovative Activity in Enhancing the Competitiveness of a Business

Speaker: Mr. Guriqbal Singh Jaiya

Resources: Module three of IP PANORAMA
Inventing the Future

10.30 – 10.45 Tea/Coffee Break

10.45 – 11.45 Competitive Intelligence – Using IP Information

Speaker: Mr. P. Kandiah

11.45 – 12.00 Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.30 Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising

Speaker: Mr. Guriqbal Singh Jaiya

Resources: Modules 7 and 12 of IP PANORAMA

14.30 – 15.30 IP Audit

Speaker: Mr. P. Kandiah

Resources: Module 10 of IP PANORAMA

15.30 – 15.45 Tea/Coffee Break
15.45 – 16.45  Intangible Assets and Finance

Speaker:  Mr. Guriqbal Singh Jaiya

Resources:  Module 11 of IP PANORAMA

16.45 – 17.45  Enforcing IP Rights

Speaker:  Mrs. Catherine Socorro Estrada, Hearing Officer, Office of Legal Affairs, IP Office, Manila

17.45 – 18.00  Discussion

Wednesday, August 5, 2010

8.45 – 9.30  Registration

9.30 – 10.30  University Industry Relations

Speaker:  Mr. Francis Thaise A. Cimene, Dean, Graduate School, Capitol University, Cagayan de Oro, Philippines

10.30 – 10.45  Tea/Coffee Break

10.45 – 11.45  Case Study:  Using IP in the Paper Industry

Speaker:  Mrs. Loreta Capistrano-Rafisura, President, Salay Handmade Paper and Industry, Inc. (SHAPII), Cagayan de Oro, Philippines

11.45 – 12.00  Discussion

12.00 – 13.30  Lunch Break


Speaker:  Mr. Allan B. Gepty, Deputy Director General, IP Office, Manila
14.30 – 15.30  Support Services on IP for SMEs in the Philippines

Speakers: Speaker from IDEALS (to be nominated)

15.30 – 15.45  Tea/Coffee Break

15.45 – 16.30  Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions

Speaker: Mr. Guriqbal Singh Jaiya

16.30 – 18.30  Feedback From Participants and Written Evaluation Test of Participants

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