

WIPO/SMEs/CJU/07

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KOREAN INTELLECTUAL PROPERTY
ORGANIZATION

WORLD INTELLECTUAL
PROPERTY ORGANIZATION

KOREA INVENTION PROMOTION
ASSOCIATION

**WIPO-KIPO-KIPA ASIAN REGIONAL MEETING
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 Korea Invention Promotion Association (KIPA)

in cooperation with

the Korea Institute of Intellectual Property (KIIP)

Jeju Island (Republic of Korea), December 13 and 14, 2007

FINAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, December 13, 2007

- 9.30 – 10.00 OPENING CEREMONY
- Welcome addresses by
- Director, Korean Intellectual Property Office (KIPO)
- President, Korea Inventions Promotion Association (KIPA)
- Mr. Guriqbal Singh Jaiya, Director, Small and Medium-sized Enterprises Division, World Intellectual Property Organization (WIPO)
- 10.00 – 10.50 Topic 1
- Improving IP Recognition in Enterprises – Experience of KIPO
- Speaker: Mr. Young-Min Kim, Deputy Director of Industrial Property Policy Team, KIPO
- 10.50 – 11.10 Coffee Break
- 11.10 – 12.00 Topic 2
- Benchmarking National and Regional Support Services for SMEs in the Field of Intellectual and Industrial property. Study Report Prepared by the Austrian Institute for SME Research.
- Speaker: Mr. Guriqbal Singh Jaiya
- 12.00 – 14.00 Lunch
- 14.00 – 15.00 Topic 3
- French National Experience on Building IP Awareness and Capacity of SMEs; IP Prediagnosis Service
- Speaker: Mr. Nam Ngo Thien, Intellectual Property Regional Coordinator, French Patent and Trademark Office, Economic Department of the Embassy of France in China, Beijing
- 15.00 – 15.20 Coffee Break

- 15.20 – 16.20 Topic 4
WIPO's Experience on Capacity Building on IP in the Asia Pacific Region
- Speakers: Mr. Guriqbal Singh Jaiya
- Mr. Candra Darusman, Consultant, Technical Assistance and Capacity Building Bureau for Asia and the Pacific, WIPO
- 16.20 – 16.50 Topic 5
IP PANORAMA as an Effective Capacity Building Tool
- Speaker: Mr. Won-Kil Yoon, Counsellor, SMEs Division, WIPO
- 16.50 – 17.20 Topic 6
The Activities on Capacity Building using IP PANORAM in Korea
- Speaker: Mr. Byoung-Yep Lee, Director, Technical Cooperation Team, KIPO
- 17.20 – 17.40 Topic 7
KIIP's Experience on Capacity Building on IP
- Speaker: Ms. Jeeyoun Shin, Patent Attorney, Associate Research Fellow at Korea Institute of Intellectual Property

Friday, December 14, 2007

- 09.00 – 10.00 Topic 8
Practical Demonstration of different modules of IP PANORAMA
- Speakers: Mr. Won-Kil Yoon
- Mr. Jae-Young Lee
- 10.00 – 10.20 Topic 9
Women's Participation in the Digital Economy and Capacity building using IP PANORAMA
- Speaker: Ms. Kio Chung Kim, Executive Director, Asia Pacific Women's Information Network Center (APWINC) and Professor, Sookmyung Women's University

- 10.20 – 10.40 Coffee Break
- 10.40 – 12.00 Topic 10
IP Awareness and Capacity of SMEs: Country Presentations from
China, India and Indonesia
- Speakers: Mr. Xin Chen, Division Chief, China International
Cooperation Association of SMEs,
- Mr. Bhushan Kumar Sinha, Office of Joint Development
Commissioner, (MSME), Ministry of Micro, Small &
Medium Enterprises (MSME), India, and
- Ms. Erbita Dumada Riani Hutagalung, Head of
Division for National Cooperation, Directorate General of
Intellectual Property Rights, Indonesia
- 12.00 – 14.00 Lunch
- 14.00 – 15.00 Topic 11
IP Awareness and Capacity of SMEs: Country Presentations from
Malaysia, Mongolia and Pakistan
- Speakers: Ms. Putri Nilli Safinaz Omar Din, Assistant
Registrar of Trade Mark, Intellectual Property Corporation
of Malaysia (MyIPO)
- Ms. Maslinda Zulkifly, Manager, Small and Medium
Industries Development Corporation (SMIDEC), Malaysia
- Ms. Mishigdorj Regzenbal, Patent & Trademark Bureau,
Mongolian National Chamber of Commerce and Industry,
and
- Mr. Chaudhry Asfand Ali, Assistant Director, IPO-
Pakistan
- 15.00 – 15.20 Coffee Break

15.20 – 16.20

Topic 12

IP Awareness and Capacity of SMEs: Country Presentations from Philippines, Thailand and Vietnam

Speakers: Ms. Maria Amelou Lim, Intellectual Property Rights Specialist, Intellectual Property Office, Philippines,

Mr. Arthur Alejandrino Chairman's office, PCCI, Employers Confederation of the Philippines,

Mr. Thitiwat Teerakulthanyaroj, The Office of Small and Medium Enterprises Promotion, Thailand, and

Ms. Nguyen Thi Thanh Ha, Director, Legislation and Management Division, National Office of Intellectual Property of Vietnam, Vietnam,

Mr. Pham Thai Son, Agency for SME Development, Ministry of Planning and Investment, Vietnam

16.20 – 17.20

Group Discussion (all speakers and participants)

17.20 – 17.30

CLOSING CEREMONY

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