



INTELLECTUAL PROPERTY ORGANIZATION
OF PAKISTAN (IPO-PAKISTAN)



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



JAPAN PATENT OFFICE

**WIPO ASIA SUB-REGIONAL WORKSHOP
ON THE USE OF INTELLECTUAL PROPERTY (IP)
BY SME SUPPORT INSTITUTIONS FOR THE PROMOTION OF
COMPETITIVENESS OF SMEs IN THE FOOD PROCESSING SECTOR**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Intellectual Property Organization of Pakistan (IPO-Pakistan)
in association with
the Small and Medium Enterprise Development Authority (SMEDA)
and
with the assistance of
the Japan Patent Office (JPO)

Lahore, June 5 and 6, 2007

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

TUESDAY, JUNE 5, 2007

8.30 – 9.00 REGISTRATION

9.00 – 9.30 Opening addresses by:

The representative of the Intellectual Property Organization of Pakistan (IPO-Pakistan), Islamabad

The representative of the Japan Patent Office (JPO), Tokyo

The representative of the Small and Medium Enterprise Development Authority of Pakistan (SMEDA), Lahore

The representative of the World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.00 Tea Break

10.00 – 11.00 Theme 1: Overview of the Intellectual Property (IP) System in Pakistan

Speaker: Representative of the IPO Pakistan

Discussion

11.00 – 12.00 Theme 2: The IP System: A Tool for Enhancing the Competitiveness of SMEs

Speaker: From WIPO

Discussion

12.00 – 13.30 Lunch Break

13.30 – 14.30 Theme 3: Importance of IP Management (IP Audit) in an Enterprise: An Introduction

Speaker: From WIPO

Discussion

14.30 – 15.00 Tea Break

- 15.00 – 16.00 Theme 4: The Role of Collective Marks, Certification Marks and Geographical Indications in Marketing Food Products
- Speakers: From WIPO
Foreign speakers
- Discussion
- 16.00 – 17.00 Theme 5: Role of the SME Support Institutions in Assisting SMEs in Using the IP System
- Speakers: Representative of SMEDA
Foreign speaker
- Discussion
- 17.00 – 18.00 Theme 6: Guarding Against Spurious and Counterfeit Products through Effective Enforcement
- Speakers: From WIPO or foreign speaker
- Discussion
- 18.00 – 19.00 WIPO Reception

WEDNESDAY, JUNE 6, 2007

- 9.00 – 10.00 Theme 7: Protecting New and Innovative Products and Features – The Relevance of the Patent System, including Patent information
- Speakers: From WIPO and/or
Foreign speakers
- Discussion
- 10.00 – 11.00 Theme 8: Protecting Trade Secrets
- Speaker: From WIPO
- Discussion
- 11.00 – 11.30 Tea Break

- 11.30 – 12.30 Theme 9: Commercialization of IP Rights in the Food Sector: The Point of View of Industry from the Food Processing Sector
- Speakers: From foreign speakers
From Pakistan (SMEDA)
- Discussion
- 12.30 – 14.00 Lunch Break
- 14.00 – 16.00 Group Discussion: (a) Group 1: Developing a Business Plan on the Basis of an Innovative Food Product
- (b) Group 2: Developing a Program for Supporting SMEs in Using the IP System in the Food Sector
- Moderators: From WIPO/foreign speakers
- 16.00 – 16.30 Tea Break
- 16.30 – 17.15 Roundtable: Presentation of the reports of the groups
- Speakers: All speakers and Participants
- 17.15 – 17.30 CLOSING CEREMONY

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