WIPO-ITALY FORUM ON INTELLECTUAL PROPERTY AND COMPETITIVENESS OF SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) IN THE TEXTILE AND CLOTHING INDUSTRIES OF MEDITERRANEAN BASIN COUNTRIES

jointly organized by
the World Intellectual Property Organization (WIPO)
and
the Italian Institute for Industrial Promotion (IPI)
in cooperation with
the Italian Patent and Trademark Office

Prato (Italy), December 10 and 11, 2003

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Wednesday, December 10, 2003

8.30 – 9.00 Registration

9.00 – 10.00 Opening Ceremony addresses by:

Mr. Fabrizio Mattei, Mayor of Prato

Mr. Umberto Guidoni, Advisor, Italian Ministry of Productive Activities (MAP)

Mrs. Carlotta Graffigna, Director Advisor, World Intellectual Property Organization (WIPO)

Mrs. Maria Ludovica Agrò, Director, Italian Patent and Trademark Office (UIBM)

Mr. Ugo Girardi, Deputy Secretary General, “Union Camere”

Mr. Mario Maselli, President, “Unione Industriale Pratese”

Mr. Giovanni Nenciarini, President, “Confartigianato”, Prato

Mr. Anselmo Potenza, President, “Confederazione Nazionale Artigiani”, Prato

10.00 – 10.30 Coffee break

10.30 – 11.15 Theme 1 Intellectual Property (IP) and Competitiveness of SMEs in the Textile and Clothing Industries

Speaker: Mr. Guriqbal Jaiya Singh, Director, SMEs Division, WIPO

11.15 – 12.00 Theme 2 The Value Chain in Textile and Clothing Industries in Domestic and International Markets; Role of SMEs in the Textile and Clothing Industries; the Economics and Business of Fashion

Speakers: Mr. Luca Giovannelli, Head, “Centro Studi Unione Industriale Pratese”, Prato
Wednesday, December 10, 2003 (continued)

12.00 – 12.30 Discussion Themes 1 and 2

12.30 – 14.00 Lunch

14.00 – 15.00 Theme 3 Product Designs and Development in the Textile and Clothing Industries; Domestic and International Design and Copyright Strategies; Italian Case Studies

Speakers: Mr. Fulvio Alvisi, President, “Associazione Italiana Disegnatori Tessili”

Mr. Grégoire Bisson, Head, International Industrial Design Registrations and Special Projects Section, WIPO

Mr. Carlo Rusconi, Member of the First Board of Appeal, Organization for the Harmonization of the Internal Market, (OHIM)

15.00 – 15.30 Discussion Theme 3

15.30 – 16.00 Coffee Break

16.00 – 17.30 Theme 4 Branding and Retailing of Textile and Clothing Products; Using Trademarks for Domestic and International Marketing; Italian Case Studies

Speakers: Mr. Javier Fernandez Lasquetty, Senior Partner, Baker & McKenzie, Madrid

Mr. Aldo Fittante, Intellectual Property Attorney

Mr. Armando Branchini, Secretary General, “Altagamma”

Mr. Claudio Orrea, CEO, “Tessilform”

17.30 – 18.00 Discussion Theme 4

18.00 – 20.00 Visit to the Museum of Textile of Prato

20.00 – 22.00 Dinner
Thursday, December 11, 2003

9.00 – 10.15  Theme 5  Competitive Edge and Technological Advances in Manufacturing and Materials; Domestic and International Patents and Trade Secret Strategies in the Textile and Clothing Industries; Italian Case Studies

Speakers:  Mr. Christian W. Appelt, Partner, Boehmert & Boehmert, Munich, Germany
Ms Licia Garotti, Attorney, Franzosi Dal Negro Law Firm
Mr. Francesco Ricci, CEO, Goldentrade

10.15 – 10.45  Discussion  Theme 5

10.45 – 11.15  Coffee Break

11.15 – 12.30  Theme 6  The Experience of SMEs in the Textile and Clothing Sector in Managing IP Assets Including the Problem of Counterfeiting

Speakers:  Mr. Karim El Helaly, Attorney at Law, Zaki Hashem & Partners, Cairo
Mr. Pierluigi Roncaglia, “Società Italiana Brevetti”
Ms Daniela Mainini, President, “Centro Studi Anticontraffazione”

12.30 – 13.00  Discussion  Theme 6

13.00 – 14.30  Lunch

14.30 – 15.00  Theme 7  WIPO’s Program on IP for SMEs: Initiatives and Projects

Speaker:  Mr. Federico Guicciardini Corsi Salviati, Deputy Director, SMEs Division, WIPO
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<tr>
<th>Time</th>
<th>Event</th>
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<tr>
<td>15.00 – 16.00</td>
<td>Panel Discussion IP Needs and Concerns of SMEs in the Textile and Clothing Industries of Mediterranean Basin Countries; Development of Future Tools Including Sector Specific Guides</td>
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<td><strong>Participants:</strong> All Speakers and Participants</td>
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<td>16.00 – 16.30</td>
<td>Coffee break</td>
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<td>16.30 – 17.00</td>
<td>Closing Ceremony</td>
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<td></td>
<td>Mr. Luca Marco Rinfreschi, President, Chamber of Commerce, Industry and Handicraft, Prato</td>
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<td>Mrs. Rita Hayes, Deputy Director General, WIPO</td>
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<td>Mr. Mario Valducci, Under Secretary, Ministry for Productive Activities (MAP)</td>
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