



DIRECTORATE GENERAL FOR
COMBATING COUNTERFEITING -
ITALIAN PATENT AND TRADEMARK OFFICE (UIBM)



ANNUAL FORUM

**WIPO/SMES/ROM/10/INF.1 PROV.
ORIGINAL: ENGLISH
DATE: OCTOBER 1, 2010**

Eighth Annual WIPO Forum on Intellectual Property and Small and Medium-Sized Enterprises for Intellectual Property Offices and other Relevant Institutions in the Organization for Economic Cooperation and Development (OECD) Countries

organized by

the World Intellectual Property Organization (WIPO) and
the Directorate General for Combating Counterfeiting - Italian Patent and
Trademark Office (UIBM)

October 4 and 5, 2010, Unioncamere, Rome

PROGRAM

the International Bureau of WIPO

Monday, October 4, 2010

- | | | |
|---------------|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 – 9.30 | Registration | |
| 9.30 – 10.00 | Opening Ceremony | |
| | | <p>Welcome addresses by:</p> <p>Representative of the Italian Ministry of Economic Development, Rome</p> <p>Inaugural Speech and Presentation of WIPO Award by:</p> <p>Mrs. Loredana Gulino, Director General, Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome</p> <p>Keynote Speech by:</p> <p>Mr. Johannes Christian Wichard, Deputy Director General, Global Issues Sector, WIPO, Geneva</p> |
| 10.00 – 11.15 | Theme 1 | <p>Support of International Institutions on IP for SMEs</p> <p>Topic 1.1 WIPO Support to Intellectual Property (IP) Offices and IP-Related Institutions on Policies on IP for SMEs: Countries Specific Needs and Proposals (Need Assessment Questionnaire)</p> <p>Speaker: Mr. Guriqbal Singh Jaiya, Director, Small and Medium-Sized Enterprises Division</p> <p>Topic 1.2 The EPO Cooperation Programme to Reorient Patent Information Centres</p> <p>Speaker: Mrs. Heidrun Krestel, Country Coordinator European Affairs, Member States, European Patent Office, Vienna</p> <p>Topic. 1.3 Developing an Enhanced Needs Assessment Tool</p> <p>Speaker: Mrs. Susan Anthony, Attorney Advisor, Office of Intellectual Property Policy and Enforcement., United States Patent and Trademark Office (USPTO), Alexandria, United States of America</p> <p>Topic 1.4 Best Practices in IP Capacity Building for SMEs: A Results Based Approach</p> <p>Speaker: Mr. Giulio Zanetti, Director, Strategic Network Department, International Development Organization (IDLO), Rome</p> <p>Moderator: Mr. Marco Marzano de Marinis, Program Officer, Small and Medium-Sized Enterprises Division, Geneva</p> |
| 11.15 – 11.30 | Coffee Break | |
| 11.30 – 12.30 | Theme 1 (Cont'd) | <p>Topic 1.5: Linking People, Places and Products ; A guide for Promoting Quality Linked to Geographical Origin and Sustainable Geographical Indications</p> |

Speakers: Mr. Giovanni Belletti, Professor, University of Florence, Italy and Mrs. Emilie Vandecandelaere, Coordinator, Food and Agricultural Organization (FAO), Rome

Topic 1.6 SME's and Trademarks - OHIM's Initiatives for Rising Awareness on the Importance of Trade Mark Protection.

Speaker: Ms. Beate Schmidt, Director, Cancellation and Litigation Department, Office for the Harmonization of the Internal Market (OHIM), Alicante

Moderator: Representative of Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome

12.30 – 14.00 Lunch Break

14.00 – 15.00 Theme 2

Intellectual Property Based Financing

Topic 2.1: The Financing of Technology Transfer from the European Investment Fund's Perspective

Speaker: Mr. Jacques Darcy, Head, Technology Transfer Division, European Investment Fund, Brussels

Topic 2.2: IP Based Financing

Mr. Giancarlo Migliori, Director, MrGoodIdea, Rome

Moderator: Mr. Guriqbal Singh Jaiya

15.00 – 18.30 Theme 3

Marketing Activities and Services of IP Offices and Innovation-Related Institutions on Effective IP Asset Management for the Improved Competitiveness of Business and Industry

Topic 3.1: The Enterprise Europe Network and the IPeuropAware project: IP support services to SMEs

Speaker: Mrs. Raquel Fernandez Horcajada, IPeuropAware Project Officer, Executive Agency for Competitiveness and Innovation (EACI), Brussels

Topic 3.2: IP Support Services and Tools Developed in the Framework of the European IPR Project IPeuropAware for the Benefit of SMEs.

Speaker: Mrs. Christina Nordstrom, Knowledge Management Specialist, Swedish Patent and Registration Office, Stockholm

Topic 3.3: IP Awareness and Enforcement for SMEs - Capitalization of European Best Practice in the Framework Of "Ipeuropaware" From the Perspective of the German Patent and Trade Mark Office

Speaker: Mr. Roger Hildebrandt, German Patent and Trademark Office, Berlin

Topic 3.4: A New IP Diagnosis Based on the AIDA Marketing Approach Aimed at Evaluation and Qualification of SMEs IP Practices and Use

Speaker : Mr. Serge Quazzotti, Director, Centre de Veille Technologique, Luxembourg

Topic 3.5. The Enterprise Europe Network IP toolkit

Speakers: Mrs. Jane Watters, Expert, Enterprise Europe Scotland, Glasgow, Mr. Dave Morgan, Expert, Enterprise Europe South West UK, London

Topic 3.6: «Envisioned. Created. Protected» - The SME-IP Project of the Swiss Federal Institute of Intellectual Property

Speaker: Mrs. Claudia Mund, Legal Advisor, Legal Services, Patent & Design Law, Legal and International Affairs, Swiss Federal Institute of Intellectual Property (IPI), Bern, Switzerland

Topic 3.7: Plan for Promotion of Industrial Property in Spain 2010-2012

Speaker: Mrs. Patricia García Escudero Márquez, Director, Dissemination, Communication and Company Relations Division, Spanish Patent and Trademark Office, Madrid

Moderator: Representative of Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome

18.30 – 20.00 Networking Cocktail

Tuesday, October 5, 2010

9.00 – 10.30 Theme 3

Marketing Activities and Services of IP Offices and Innovation-Related Institutions on Effective IP Asset Management for the Improved Competitiveness of Business and Industry (Cont'd)

Topic 3.8: Business Support Services of the Danish Patent and Trademark Office

Speaker: Mr. Kim Buchardt Christiansen, Head, Sales and Marketing Division, Danish Patent and Trademark Office, Denmark

Topic 3.9: Business Support Services of the Mexican Institute of Industrial Property

Speaker: Mr. Jonathan Gómez Ceballos, Coordinator, International Relations Department, Mexican Institute of Intellectual Property, Mexico City

Topic 3.10: IP Services and Activities of Italian Chambers of Commerce

Speaker: Mr. Pierluigi Sodini, Expert, Unioncamere, Rome

		Moderator: Mr. Marco Marzano De Marinis
10.30 – 11.00	Coffee Break	
11.00 – 12.30	Theme 4	<p>Business Support Services on Intellectual Property (IP) for Entrepreneurs, Start Ups, Spin Off and SMEs</p> <p>Topic 4.1: Innovation Support Activities from the European Patent Academy</p> <p>Speaker: Mr. Jeremy Philpott, Unit Manager, Innovation Support, European Patent Academy, European Patent Office, Munich</p> <p>Topic 4.2: OHIM's e- Tools to Facilitate Trade Mark Applications for SME's</p> <p>Speaker: Ms. Beate Schmidt, Director, Cancellation and Litigation Department, Office for the Harmonization of the Internal Market (OHIM), Alicante</p> <p>Topic 4.3 Business Support Services of Turkish Patent Institute</p> <p>Speaker: Mr. Fatih Karahan, Director, Information Division, Turkish Patent Institute, Ankara, Turkey</p> <p>Moderator: Representative of Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome</p>
12.30 – 14.00	Lunch Break	
14.00 – 16.30	Theme 4	<p>Theme 4 Business Support Services on Intellectual Property (IP) for Entrepreneurs, Start Ups, Spin Off and SMEs (Cont'd)</p> <p>Topic 4.4 Strategic Focus on eServices – Developing an IP Search Tool.</p> <p>Speaker: Mr. Otto Scharff, Market and Information Department, Norwegian Industrial Property Office, Oslo</p> <p>Topic 4.5: New and Improved Activities of Supporting SMEs – Efficient Technology Transfer</p> <p>Speaker: Ms. Magdalena Maciejaska-Szlaps, Senior Expert, Promotion and Innovation Support Unit, Patent Office of the Republic of Poland, Warsaw</p> <p>Mrs. Joanna Nyga, Chief Expert, Patent Office of the Republic of Poland, Warsaw</p> <p>Topic 4.6: Business Support Services of the National Board of Patents and Registration in Finland</p> <p>Speaker Mr. Mika Waris, Director, Marketing and Services National Board of Patents and Registration in Finland, Helsinki</p>

- Topic 4.7 Business Support Services of the Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM)
- Speaker: Mrs Giovanna Di Capua, Division III - Communication, Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM)
- Topic 4.8 Assistance and Support Instruments to Italian Enterprises in the Fight Against Counterfeiting.
- Speaker: Mrs Isabella Flajban, Division VI, Assistance and Support for Enterprises against Counterfeiting Directorate General for combating Counterfeiting – Italian Patent and Trademark Office (UIBM)
- Moderator: Mr. Guriqbal Singh Jaiya
- 16.30 – 17.00 (b) New and Improved Programs on IP Awareness Capacity-Building and Education for Entrepreneurs and Students of Management, Business Administration, Engineering, Technology Management and New Product Development.
- Topic 4.9: The Growing Monetization on IPR Market: Impacts on the Profession and Training of IP Specialists
- Speaker: Mr. Antoine Dintrich, Director General, European Institute for Enterprises and Intellectual Property (IEEPI), Strasbourg, France
- Moderator: Representative of Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (UIBM), Rome
- 17.00 - 18.00 Theme 4 Business Support Services (Cont'd)
- Topic 4.10: Part of a Bigger Innovation Picture Integration of IPR Enforcement and Innovation Support
- Speaker: Mrs. Maria Weir, Operation Manager, Intellectual Assets Centre, Glasgow
- Topic 4.11: Being Investor Ready: the Importance of Intellectual Capital for a Knowledge Intensive Start Up
- Speaker: Mr. Luigi Amati, Meta Group, Terni, Italy
- Moderator: Mr. Marco Marzano de Marinis
- 18.00 – 18.30 Round Table and Closing Ceremony

(End of document)