

FORUM FOR DIPLOMATS
ON THE WIPO SYSTEM FOR THE INTERNATIONAL REGISTRATION OF MARKS
(MADRID SYSTEM)

organized by
the World Intellectual Property Organization (WIPO)

Geneva, Tuesday, May 23, 2006

PROGRAM

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| 15.00 – 15.30 | Registration |
| 15.30 – 15.40 | Welcme address by:

Mr. Ernesto Rubio, Assistant Director General, WIPO |
| 15.40 – 16.00 | <u>Basic Features of the WIPO System for the International Registration of Marks (Madrid System)</u>

Speaker: Mr. José Graça-Aranha, Director, Information and Promotion Division, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO |
| 16.00 – 16.20 | <u>The Role of the Madrid System in Export Promotion and SME Support Policies</u>

Speaker: Mr. Matthijs Geuze , Senior Counsellor, Office of the Assistant Director General, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO |
| 16.20 – 16.50 | Discussion |
| 16.50 – 17.00 | Coffee Break |
| 17.00 – 17.30 | <u>The Future of the Madrid System</u>

Speaker: Mr. Alan Datri, Senior Counsellor, Office of the Assistant Director General, Sector of Trademarks, Industrial Designs and Geographical Indications, WIPO |
| 17.30 – 18.00 | Discussion |
| 18.00 | Reception |

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