WIPO Advanced Training of Trainers Program on Effective Intellectual Property Asset Management by Small and Medium-Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ministry of Economy and Trade, Republic of Lebanon

Beirut, August 25 to 27, 2014

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Monday, August 25, 2014

9.00 – 9.30

Opening Ceremony

Address by ECOSOC President
Address by WIPO Representative
Address by Ministry of Economy and Trade

9.30 – 10.15  **Topic 1:**  Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

Speaker:  Mr. Anil Sinha, Head, Small and Medium-Sized Enterprises Section, Innovation Division, World Intellectual Property Organization (WIPO)

Resources:  Module One of IP PANORAMA

10.15 – 10.30  Tea/Coffee Break

10.30 – 11.45  **Topic 2:**  The Role of Trademarks and Industrial Designs in Branding

Speaker:  Mr. Giulio Zanetti, Adjunct Professor, Loyola University Chicago and International Consultant, Rome, Italy

Resources:  Module Two of IP PANORAMA

“Making a Mark” – An Introduction to Trademarks for Small and Medium-Sized Enterprises

“Looking Good” – An Introduction to Industrial Designs for Small and Medium-sized Enterprises

11.45 – 12.30  **Topic 3:**  Case Study on IP and Branding followed by Group Exercise

Speaker:  Mr. Giulio Zanetti

Resources:

12.30 – 13.00  **Topic 4:**  Overview of Intellectual Property Legislation in Lebanon

Speaker(s):  Wissam El Amil - IP Expert

Head of the IP Unit

13.00 – 13.45  **Topic 5:**  Overview of the Main Initiatives and Programs to Support the SMEs Sector in Lebanon

Speaker(s):  Zeina El Khoury

Head of Enterprise Team
13.45 – 14.30  **Topic 6:** The Role of Utility Models and Patents in Leveraging Technical Innovation in the Marketplace

- **Speaker:** Nassib Elia - Judge
- **Resources:** Module Three of IP PANORAMA
  
  "Inventing the Future" – An Introduction to Patents for Small and Medium-Sized Enterprises

**Tuesday, August 26, 2014**

9.00 – 10.15  **Topic 7:** Exploiting Intellectual Property Assets; Licensing, Franchising and Merchandising

- **Speaker:** Mr. Giulio Zanetti
- **Resources:** Modules Seven and Twelve of IP PANORAMA
  

10.15 – 11.30  **Topic 8:** Case Study and Group Exercise on Licensing

- **Speaker:** Mr. Giulio Zanetti

11.30 – 11.45  **Coffee Break**

11.45 – 12.30  **Topic 9:** Benefiting From Your Copyright and Using the Copyright Works of Others in Your Business

- **Speaker:** Professor Edouard Treppoz, Academic Director LLM International and European Business Law, Faculty of Law, Université Jean Moulin Lyon 3, Lyon, France
- **Resources:** Module Five of IP PANORAMA
  
  "Creative Expression” – An Introduction to Copyright for Small and Medium-Sized Enterprises

12.30 – 13.15  **Topic 10:** Intellectual Property in the Digital Economy

- **Speaker:** Professor Edouard Treppoz
- **Resources:** Module Eight of IP PANORAMA
13.15 – 14.15 **Topic 11:** Audit, Accounting and Valuation of IP Assets: IP-based Financing
Speaker: Dr. Mowafak Al Yafi, Managing Partner Grant Thornton Lebanon, Beirut

Wednesday, August 27, 2014

9.00 – 10.00 **Topic 12:** Case Study and Group Exercise: Challenges for Lebanese SMEs in Effectively using Copyright for Business Success
Speaker(s): Professor Edouard Treppoz

10.00 – 10.45 **Topic 13:** Collective Marketing: Adding Value with GIs, Certification Marks and Collective Marks
Speaker: Mr. Anil Sinha
Resources: Module Nine of IP PANORAMA

10.45 – 11.00 Coffee Break

11.00 – 11.30 **Topic 14:** Case Study and Group Exercise on Geographical Indications
Speaker: Mr. Anil Sinha

11.30 – 12.45 **Topic 15:** Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise
Speaker: Pierre El Khoury, Dr.
Resources: Module Six of IP PANORAMA

12.45 – 14.00 **Topic 16:** Innovative and Creative Talents in Lebanon and their Interaction with Intellectual Property
Speaker: Mrs. Rana Chemaitely, Inventor

14.00 – 14.30 Resources:

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