

# UNITED NATIONS ECONOMIC COMMISSION FOR EUROPE

## International Conference on

### **“INTELLECTUAL PROPERTY RIGHTS PROTECTION AND TRANSFORMING RESEARCH AND DEVELOPMENT OUTPUTS INTO INTANGIBLE ASSETS IN ECONOMIES IN TRANSITION” 25-26 July 2007, GENEVA, PALAIS DES NATIONS, SALLE V**

## PROGRAMME

### Wednesday, 25 July 2007

#### **10:00 – 10:15    OPENING SESSION**

**Chairperson:**    Ludmila Sterbova, Prague University of Economics

Welcoming addresses:

Marek Belka, UNECE Executive Secretary  
Slobodan Markovic, chairman, UNECE Team of Specialists on Intellectual Property

#### **10:15 – 13:00    SESSION 1. CREATING AN ENABLING ENVIRONMENT FOR THE TRANSFER OF TECHNOLOGY FROM RESEARCH INSTITUTIONS TO THE BUSINESS SECTOR**

**Moderator:**    Bruno van Pottelsberghe, European Patent Office

#### **Presentations:**

*“Responsible Partnering: Gaining Grass Roots Support for Effective  
Collaborative R&D and Knowledge Transfer”*

Andrew Dearing  
Secretary General  
European Industrial Research Management Association (EIRMA)

*“Promoting Good Practice in Knowledge Transfer in Europe”*

Bill Lindsay  
ProTon Europe

*“Getting Your Own House in Order! - Managing in-house IP BEFORE you get into partnership  
with Industry”*

Philip Graham  
Executive Director  
Association for University Research and Industry Links (AURIL)

## **Q&A and interventions from the floor**

*“Knowledge Sharing in Europe – The Need For a Common Vision?”*

Frank Moeschler

Policy Advisor IPR, Technology Transfer, Innovation

European Commission, DG Research

*“Commercialization of Innovative Development and Protection of Intellectual Property  
(Machine-building complex of Russia)”*

Dmitriy Vasilkov\* and Yiuri Buynov\*\*

\*Director, Institute of Engineering Industry, St.Petersburg

\*\* General Director, Marketing Research Foundation

## **Q&A and interventions from the floor**

### **15:00 – 18:00   SESSION 2. IP STRATEGIES FOR ENTREPRENEURS AND SMES**

**Moderator:** Luigi Amati, Chairman, META Group

#### **Presentations:**

*“Strategic Use of the IP System by SMEs - What Support Institutions Can  
Do to Assist”*

Tamara Nanayakkara

Senior Program Officer

SME Division

World Intellectual Property Organization (WIPO)

*“Cost and Quality Factors in European Patent Systems”*

Bruno van Pottelsberghe de la Potterie

Chief Economist

European Patent Office

## **Q&A and interventions from the floor**

*“IP Strategies of Swiss Enterprises”*

Nikolaus Thumm

Senior Economic Counsellor

Swiss Institute for Intellectual Property

*“Weaknesses and Strengths of Small Russian Companies in the Field of Legal Protection of  
Intellectual Property and Its Commercialization”*

Natalya Zolotykh

Chairman, Committee for Innovation, Entrepreneurship and Intellectual Property

Member of the Presidium

All-Russian Organization for Small and Medium Business (OPORA)

## **Q&A and interventions from the floor**

**Thursday, 26 July 2007**

**10:00 – 13:00    SESSION 3:        ISSUES IN IPR ENFORCEMENT**

**Moderator:**    Slobodan Markovic, University of Belgrade

### **Presentations:**

*“IPR Enforcement – The View from European Industry”*

Marie Pattullo

Legal Affairs Manager

AIM European Brands Association

*“The Enforcement of Copyright and Related Rights”*

Noe Shalev Slyomovics

Deputy Commissioner of Patents

The Israel Patent, Designs & Trademarks Office

*“IPR Enforcement in an International Technology Company”*

Beat Weibel

ICC Switzerland

Group Vice-president for Intellectual Property

ABB Ltd

*“The European Union – IPR Enforcement in Third Countries”*

Pedro Velasco-Martins

Policy Officer

European Commission, DG Trade

## **Q&A and interventions from the floor**

*“Enforcement Policy in Bosnia and Herzegovina”*

Lidija Vignjevic

Director

Institute for Intellectual Property Rights, Bosnia and Herzegovina

*“Let’s Get Together”*

George Knops

Consultant

Bureau des Sociétés gérant les Droits d'Enregistrement et de Reproduction Mécanique (BIEM)

« *Contrefaçon en Belgique: comment se défendre?* »

Leen de Cort

Office de la Propriété Intellectuelle, Belgium

### **Q&A and interventions from the floor**

**15:00 – 17:00**    **SESSION 4.    IP AUDITS, ACCOUNTING, VALUATION**

**Moderator:**    *Nikolaus Thumm, Swiss Institute for Intellectual Property*

#### ***Presentations:***

*“Understanding the Value of IP Assets: The Basics of IP Valuation”*

Christopher Kalanje

Creative Industries Division

World Intellectual Property Organization (WIPO)

*”Knowledge-intensive companies, IP and seed capital”*

Luigi Amati

Chairman

META Group

### **Q&A and interventions from the floor**

*“UNCITRAL’s work on the role of intellectual property in secured transactions – an update”*

Renaud Sorieul

Head, Legislative Unit

UN Commission for International Trade Law (UNCITRAL)

*“Generating Revenues from IP - New Options of IP Valuation and IP Monetization”*

Guido von Scheffer

Director, Sales and Marketing

IPB Bewertungs AG

### **Q&A and interventions from the floor**

**17:00-18:00**    **WRAP-UP SESSION**

Chairperson with moderators