United Nations Economic Commission for Europe

Serbian Chamber of Commerce

Intellectual Property Office of the Republic of Serbia

SUBREGIONAL CAPACITY-BUILDING CONFERENCE ON THE COMMERCIALIZATION AND ENFORCEMENT OF INTELLECTUAL PROPERTY

12-13 April 2011
Chamber of Commerce
Belgrade, Serbia
Resavska 15

PROVISIONAL PROGRAMME

Overview*

Tuesday, 12 April 2011		
9.00 – 10.00	**Registration of participants**	
10.00 – 10.15	**WELCOMING ADDRESSES**	
10.15 – 11.45	**OPENING PLENARY SESSION – The Role of Intellectual Property in Knowledge-based Development and Economic Integration**	
11.45 – 12.00	**Coffee break**	
12.00 – 13.00	**PARALLEL SESSIONS**	
	Enforcement Segment	**Commercialization Segment**
13.00 – 14.30	**Lunch break**	
14.30 – 17.30	**PARALLEL SESSIONS** (continued)	
	Enforcement Segment	**Commercialization Segment**

Wednesday, 13 April 2011		
10.00 – 11.15	**PARALLEL SESSIONS** (continued)	
	Enforcement Segment	**Commercialization Segment**
11.15 – 11.30	**Coffee break**	
11.30 – 13.00	**PARALLEL SESSIONS** (continued)	
	Enforcement Segment	**Commercialization Segment**
13.00 – 14.30	**Lunch break**	
14.30 – 16.00	**PARALLEL SESSIONS** (continued)	
	Enforcement Segment	**Commercialization Segment**
16.00 – 17.00	**CLOSING PLENARY SESSION – Reports from the Parallel Sessions and General Discussion**	

* Detailed program overleaf

Detailed Program

Tuesday, 12 April 2011

9.00 – 10.00	**Registration of participants**
10.00 – 10.15	**WELCOMING ADDRESSES**
	Vidosava Džagić, Vice-president, Serbian Chamber of Commerce
	Branka Totić, Intellectual Property Office of the Republic of Serbia
	Ralph Heinrich, UNECE
10.15 – 11.45	**OPENING PLENARY SESSION – The Role of Intellectual Property in Knowledge-based Development and Economic Integration**
	Moderator: Branka Totić
	Speakers:
	Ralph Heinrich, UNECE
	Nikoleta Gjordeni, Director, Albanian Copyright Office
	Lidija Vignjević, Director, Intellectual Property Institute, Bosnia-Herzegovina
	Slobodan Marković, University of Belgrade
11.45-12.00	**Coffee break**

Parallel Sessions

Enforcement Segment

Tuesday, 12 April 2011

12.00 – 13.00	**Session 1** ***International Perspectives***
	Moderator: Branka Bilen Katic, Intellectual Property Office of the Republic of Serbia
	Speakers:
	Tony Bonnici, UNECE
	Judith Soentgen, World Intellectual Property Organization (WIPO)
13.00 – 14.30	**Lunch Break**
14.30 – 17.30	**Session 2** ***Border Enforcement and Product Identification***
	Moderator: Tony Bonnici, UNECE
	Speakers:
	Günther Stoll, Stihl
	Ninoslav Babic, Customs Directorate, Ministry of Finance, Croatia
	Sandra Orac, Customs Authority, Serbia
	Mirelinda Collaku, Copyright Office, Albania
	Gabriela Dragomir-Popescu, Colgate-Palmolive

Wednesday, 13 April 2011

10.00 – 11.15	**Session 2** (cont'd) ***Border Enforcement and Product Identification***
	Moderator: Tony Bonnici, UNECE
	Speakers:
	Zoran Strsoglavec, Nike
	Franjo Crnjac, Indirect Taxation Authority, Bosnia-Herzegovina
11.15 – 11.30	**Coffee Break**
11.30 – 13.00	**Session 3** ***Stopping Counterfeits on the Domestic Market***
	Moderator: Ninoslav Babic, Customs Directorate, Ministry of Finance, Croatia
	Speakers:
	Mirelinda Collaku, Copyright Office, Albania
	Zdravka Tomicic, State Inspectorate, Croatia
	Vera Despotović, Ministry of agriculture, trade, forestry and water management, Market Inspectorate, Serbia
	Bogdana Matijević, Tax Administration, Serbia
13.00 – 14.00	**Lunch Break**
14.00 – 15.30	**Session 3** (cont'd) ***Stopping Counterfeits on the Domestic Market***
	Moderator: Ninoslav Babic, Customs Directorate, Ministry of Finance, Croatia
	Speakers:
	Cristina Posavec, Police Directorate, Ministry of the Interior, Croatia
	Tatjana Kosovic, Judge, Bosnia and Herzegovina
	Margarita Mirchevska-Desovska, Intellectual Property Office, The former Yugoslav Republic of Macedonia
	Mikailo Tijanić, Ministry of the Interior, Serbia
15.30 – 16.00	**Session 4** ***Lessons learned, priorities for action, perspectives for follow-up***
	Discussion and conclusions

Commercialization Segment

Tuesday, 12 April 2011		
12.00 – 13.00	**Session 1**	***Intellectual Property Management for SMEs in an international market***
	Moderator: Danica Mićanović, Serbian Chamber of Commerce	
	Speakers:	
	Ralph Heinrich, UNECE	
	Joachim Feldges, Managing Partner, Field Fisher Waterhouse LLP, Germany	
13.00 – 14.30	**Lunch Break**	
14.30 – 16.45	**Session 2**	***International IPR protection and exploitation strategies for SMEs***
	Moderator: Danica Mićanović, Serbian Chamber of Commerce	
	Speakers:	
	Daniela Zlatić Šutić, Intellectual Property Office, Serbia	
	Milenko Milinković, Milinković Company	
	Irena Daneva, Intellectual Property Office, The former Yugoslav Republic of Macedonia	

Wednesday, 13 April 2011		
10.00 – 11.00	**Session 2** (cont'd)	***International IPR protection and exploitation strategies for SMEs***
	Moderator: Daniela Zlatić Šutić, Intellectual Property Office of the Repuiblic of Serbia	
	Speakers:	
	Georgi Stoev, Employers' Group, EU Economic and Social Committee	
	Jadranka Sabljak, Bank for Reconstruction and Development, Croatia	
11.00 – 11.15	**Coffee Break**	
11.15 – 13.00	**Session 3**	***Policy support for SME IPR commercialization***
	Moderator: Daniela Zlatić Šutić, Intellectual Property Office of the Repuiblic of Serbia	
	Speakers:	
	Dr Radosav Cerović , Assistant Minister, Ministry of Education and Science, Serbia	
	Snezana Džuverović, Intellectual Property Office, Montenegro	
	Slobodan Spasojevic, Company CINI, Member of Science and Technology Board, Serbia	

13.00 – 14.30	**Lunch Break**
14.30 – 15.45	**Session 3** (cont'd) ***Policy support for SME IPR commercialization***
	Moderator: Ralph Heinrich, UNECE
	Speakers:
	Lindita Meneri, Patent and Trademark Office, Albania
	Lidija Vignjević, Intellectual Property Office, Bosnia-Herzegovina
	Biljana Remović, Intellectual Property Office, Serbia
15.45 – 16.00	**Session 4** ***Lessons learned, priorities for action, perspectives for follow-up***
	Discussion and conclusions

16.15 – 17.00	**CLOSING PLENARY**
	Moderator: Tony Bonnici, UNECE
	Cristina Posavec, Rapporteur from the Enforcement Segment
	Daniela Zlatić Šutić, Rapporteur from the Commercialization Segment
	Branka Totić, Director, Intellectual Property Office of Serbia
	Ralph Heinrich, UNECE