



JAPAN INTELLECTUAL
PROPERTY ASSOCIATION



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

WIPO-JIPA CONFERENCE ON THE STRATEGIC USE OF INTELLECTUAL PROPERTY (IP) IN SELECT INDUSTRIES

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Japan Intellectual Property Association (JIPA)

Tokyo, December 13 and 14, 2007

PROGRAM

prepared by the International Bureau of WIPO

Thursday, December 13, 2007

9.00 – 9.30 OPENING CEREMONY

Addresses by: Mr. Nicholas Tandi Dammen, Deputy Secretary General,
ASEAN Secretariat, Jakarta

Mr. Sherif Saadallah, Executive Director, Office of the
Strategic Use of Intellectual Property for Development,
World Intellectual Property Organization (WIPO), Geneva

Dr. Tamotsu Nomakuchi, Chairman, Japan Intellectual
Property Association (JIPA), and Chairman, Mitsubishi
Electric Corporation, Tokyo

9.30 – 10.00 Coffee Break

10.00 – 10.30 Topic 1: Intellectual Property and Development: Striking the Right
Balance

Speaker: Mr. Pushpendra Rai, Acting Director, Intellectual
Property and Economic Development Division
(IPEDD), WIPO, Geneva

10.30 – 11.30 Topic 2: Role of IP in Enhancing Competitiveness: The Japanese
Experience

Moderator: Mr. Isamu Sojyo, Executive Managing Director,
JIPA, Tokyo

Speaker 1 : Mr. Kenji Koumoto, Managing Director, JIPA,
and General Manager, IP Department, Nissan
Motor Corporation Limited, Tokyo

Speaker 2: Mr. Taisuke Kato, President, JIPA, and General
Manager of IP Department, Toshiba Corporation,
Tokyo

Speaker 3: Mr. Hajimu Morioka, Ajinomoto Corporation
Inc., Tokyo

11.30 – 12.00 Discussions

12.00 – 13.30 Lunch Break

- 13.30 – 14.30 Topic 3: Role of IP in Enhancing Competitiveness: The Experience of China, India and the Republic of Korea
- Moderator: Mr. Hideo Doi, Secretary General, JIPA, Tokyo
- Speaker 1: Dr. Song Liuping, Vice-President and Director, Intellectual Property Department, Huawei Technologies Company Limited, Shenzhen, China
- Speaker 2: Mr. Yong-Tae Lee, Esq., Vice President, Intellectual Property Department, Digital and Media R&D Center, Samsung Electronics Company Limited, Suwon, Kyeonggi-Do, Republic of Korea
- Speaker 3: Mr. Dilip G. Shah, Secretary General, Indian Pharmaceutical Alliance, Mumbai
- 14.30 – 15.00 Discussions
- 15.00 – 15.15 Coffee Break
- 15.15 – 16.00 Topic 4: Role of the Chambers of Commerce in facilitating the Greater Use of IP as a Strategic Tool
- Speaker1: Mr. Arin Jira, Secretary General, ASEAN Chamber of Commerce, Bangkok
- Speaker2: Mr. Kajo Utama, Chairman for the Permanent Standing Committee on Public Policy, Indonesian Chamber of Commerce and Industry, Jakarta

Friday, December 14, 2007

- 8.30 Departure from the Hotel
- 10.00 – 12.00 Study-visit Sony Corporation, Building No. 11
- 12.00 – 14.00 Lunch Sony Corporation Head Office
- 14.00 – 16.00 Study-visit Honda Motor Company Limited
- 17.00 Arrival at the Hotel