



INTELLECTUAL PROPERTY IN THE EMERGING ECONOMIES

Time	# of Mins	Description
		August 9 - Day 1 - Overview
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 1:05pm	5 mins	Invocation/ National Anthem
1:05pm – 1:10pm	5 mins	Welcoming Address Director General Rowel S. Barba <i>IPOPHL</i>
1:10pm – 1:20pm	10 mins	Keynote Speech
1: 20pm - 1:30pm	10 mins	Keynote Speech
1:30pm – 1:35pm	5 mins	Photo Opportunity
1:35pm – 1:50pm	15 mins	Presentation of the Program Ma. Liezel Bumanglag <i>IP Academy</i>
1:50pm – 2:50pm	60 mins	The Intellectual Property System in Emerging Economies: The Philippine Experience Assistant Director Frederick Romero, Ph.D. <i>Bureau of Copyright and Related Rights - IPOPHL</i>
2:50pm – 3:00pm	10 mins	Virtual Tour of the Intellectual Property Office of the Philippines
3:00pm – 3:15pm	15 mins	Health Break
3:15pm - 4:45pm	90 mins	World Intellectual Property Organization: Vision, Mission, and Current Developments Atty. Edward Kwawa <i>Assistant Director General, Global Challenges and Partnerships Sector - WIPO</i>
4:45pm - 4:55pm	10 mins	Groupings, Discussion of Learning Activities & Final Requirements
4:55pm – 5:00pm	5 mins	Wrap up

August 10 - Day 2 – Trademarks		
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Protecting Goodwill: Dissecting the Trademark System in Emerging Economies Director Jesus Antonio Ros <i>Director, Bureau of Trademarks - IPOPHL</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	Maintaining Your Edge: A Discussion on Unfair Competition Atty. Divina Pastora V. Ilas-Panganiban <i>Partner - Quisumbing Torres</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	The Geographical Indication System: The Way Forward Atty. Irma Morcillo <i>Bureau of Trademarks - IPOPHL</i>
August 11 - Day 3 - Patents, Utility Model, and Industrial Design		
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Protection of Inventions in the Emerging Economies: The Significance of the Patent System Director Lolibeth Medrano <i>Director, Bureau of Patents - IPOPHL</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	The In-Between: Design Protection and its interface with other IP Areas Atty. Amanda T. Carlota <i>Associate - Federis & Associates</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Workshop: Patent Search and Patent Drafting Atty. Editha Hechanova <i>Managing Partner - Hechanova Bugay Vilchez & Andaya-Racadio Law Office</i>
August 12 - Day 4 – Copyright and Related Rights		
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Protection of Creative Works in Emerging Economies: The Role of Copyright and Related Rights Atty. Ferdinand M. Negre <i>Founding Partner - Bengzon Negre Untalan Intellectual Property Attorneys</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	Entertainment and Creativity: The Contribution of Copyright to Media Enterprises in Emerging Economies Atty. Marivic Benedicto <i>Head, Music Publishing and New Media - Star Music Group of ABS-CBN</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Creative Commons and the Public Domain: Issues and Challenges Atty Mark Robert Dy

		<i>Professor - University of Cebu School of Law</i>
		August 13 - Day 5 – IP Commercialization
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Managing Intellectual Property Assets: A Practical Perspective Atty. Teodoro Alejandro Y. Kalaw IV <i>Professor of Law, Ateneo Law School</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	Maximizing the Value of Intellectual Property: IP Commercialization, Transfer of Technology and Licensing Atty Reena C. Mitra-Ventanilla <i>Partner, Intellectual Property, Data and Technology - Quisumbing Torres</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Knowing the Value of Intellectual Property: The Theory and Practice of IP Valuation Mary Jade Roxas-Divinagracia <i>Managing Partner, Deals & Corporate Finance - PwC Philippines</i>
		August 16 - Day 6 – IP Enforcement
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Challenges and Best Practices of the Enforcement of Intellectual Property Rights in Emerging Economies DG Ricardo Blancaflor <i>Former Director General - IPOPHL</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	The Other Way: Alternative Dispute Resolution in IP Disputes Assistant Director Christine Pangilinan-Canlapan <i>Bureau of Legal Affairs - IPOPHL</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Intellectual Property Rights Enforcement Strategies: Perspective from an Asian Corporation Atty Carlo E. Abarquez <i>Founding Partner - VAL law</i>
		August 17 - Day 7 – IP in Sustainable Development
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Securing Tomorrow: Innovation in Green Technology and Environmental Sustainability Atty. Karen Jimeno <i>Director and Chief Legal Counsel - SofCap Partners</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	The Role of Innovation in Developing Countries' Food Security: Present and Future Directions Imelda Angeles-Agdeppa, Ph.D. <i>Director IV and Scientist II</i> <i>DOST-Food and Nutrition Research Institute - Department of Science and Technology</i>
4:15pm – 4:30pm	15 mins	Health Break

4:30pm - 6:00pm	90 mins	The Quid Pro Quo of Public Interest and Private Rights: The Balancing Act of Intellectual Property Atty. Susan Villanueva <i>Senior Partner - Cruz Marcelo & Tenefrancia</i>
August 18 - Day 8 – IP in the Socio-Cultural Development		
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Establishing Protection Systems for Traditional Knowledge, Traditional Cultural Expressions, and Genetic Resources: Pathways and Barricades in Emerging Economies Atty. Jeanette Florita <i>Executive Director - Tanggapang Panligal ng Katutubong Pilipino (PANLIPI)</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	The Role of IP in the Educational Systems in the Emerging Economies Atty. Christopher E. Cruz, Ph.D. <i>Director, DLSU Intellectual Property Office</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	The Dawn of the New Age: Internet and Intellectual Property Atty. Daniel Hofilena <i>IP Academy - IPOPHL</i>
August 19 - Day 9 - IP in the Internationalization of Emerging Economies		
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Integrating Economies: A Discussion on International Trade Agreements Involving Intellectual Property Assistant Secretary Alan Gepty <i>Assistant Secretary for International Trade Policy - Department of Trade and Industry</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	Risk Management and Investment Decisions of IP-Intensive Businesses: Key Considerations for Emerging Economies Atty. Anthony Chadd Concepcion <i>Senior Associate - Baker McKenzie</i>
4:15pm – 4:30pm	15 mins	Health Break
4:30pm - 6:00pm	90 mins	Panel Session: Intellectual Property: Best Practices, Challenges, and Issues from Emerging Economies Panelists: Mohamed Fairuz bin Mohd Pilus <i>Director - Intellectual Property Academy, Malaysia</i> Nguyen Thi Hoang Hanh <i>Deputy Director (in-charge) - Intellectual Property Training and Consultation Center, Vietnam</i> Atty. Edward Kwawa

		<i>Assistant Director General, Global Challenges and Partnerships Sector - WIPO</i>
		August 20 - Day 10
12:00pm – 1:00pm	60 mins	Registration and Administrative Matters
1:00pm – 2:30pm	90 mins	Plenary Session: Group Presentations on Contemporary Issues on IP (Part 1) Panelists: Atty. Josephine Santiago <i>Former Director General - IPOPHL</i> <i>Professor - UP College of Law</i> Deputy Director General Nelson Laluces <i>IPOPHL</i>
2:30pm – 2:45pm	15 mins	Health Break
2:45pm – 4:15pm	90 mins	Plenary Session: Group Presentations on Contemporary Issues on IP (Part 2) Panelists: Atty. Emma Francisco <i>Former Director General - IPOPHL</i> <i>Professor - UP College of Law</i> Atty. Bayani Loste <i>Partner - Fortun Narvasa & Salazar</i> <i>Managing Director - Pinoy IP Works, Inc.</i>
4:15pm – 4:55pm	40 mins	Closing Ceremonies Closing Remarks Deputy Director General Teodoro C. Pascua <i>IPOPHL</i>
4:55pm – 5:00pm	5 mins	Wrap up