



STATE OFFICE FOR INVENTIONS
AND TRADEMARKS



NATIONAL TRAINING

**WIPO/.../.../11/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: OCTOBER 2011**

Training of Trainers Program on Intellectual Property Asset Management

organized by

the World Intellectual Property Organization (WIPO)

and

the State Office for Inventions and Trademarks (OSIM)

Busteni, Romania, November 23 to 25, 2011

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

November 23, 2011

- 8.30 – 8.45 Registration of participants
- 8.45 – 9.00 Opening Ceremony
- Welcome addresses by:
- The representative of the State Office for Inventions and Trademarks (OSIM),
Bucharest
- Mrs. Tamara Nanayakkara, Counsellor, Small and Medium-Sized Enterprises
(SMEs) Division, World Intellectual Property Organization (WIPO), Geneva
- 9.00 – 10.00 Topic1: The Role of Intellectual Property Assets in Strengthening the
Competitiveness of Small and Medium-Sized Enterprises
(SMEs) and an Introduction to the Work of the World Intellectual
Property Organization
- Speaker: Mrs. Tamara Nanayakkara
- 10.00 – 10.15 Coffee Break
- 10.15 – 11.15 Topic 2: Overview of IP Law and Administration in Romania
- Speaker: The representative from a local institution
- 11.15 – 12.15 Topic 3: In Confidence – Putting in Place a Trade Secret Protection
Program
- Speaker: An international speaker
- 12.15 – 13.15 Lunch Break
- 13.15 – 14.15 Topic 4: “Inventing the Future” – The Importance of Inventive and
Innovative Activity in Maintaining Competitiveness and Using
Patent Information
- Speaker: An international speaker
- 14.15 – 15.15 Topic 5: International Trade and Intellectual Property
- Speaker: Mrs. Tamara Nanayakkara
- 15.15 – 15.30 Coffee Break
- 15.30 – 16.30 Topic 6: “Making a Mark” – Establishing a Distinct Identity in the
Marketplace and Adding Value through Trademarks,
Geographical Indications, Certification Marks and Collective
Marks
- Speaker: An international speaker

12.15 – 13.15 Lunch break

14.15 – 15.15 Topic 16: Services Provided by the WIPO SMEs Division and Building up Support Services for SMEs

Speaker: Mrs. Tamara Nanayakkara

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