



NATIONAL WORKSHOP

**WIPO/IP/BEI/12/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: JUNE 7, 2012**

National Workshop on Intellectual Property (IP) Enforcement and its Impact on Business

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Lebanese Ministry of Economy and Trade

Beirut, Lebanon, July 17 and 18, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, July 17, 2012

8.30 – 9.00 Registration

9.00 – 9.30 Opening Ceremony

Welcome addresses by:

Representative of the Government of Lebanon, Beirut

Representative of the Beirut Traders Association

Mr. Amr Abdelaziz, Senior Program Officer, Development Sector, World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.00 **Topic 1 Overview on the Enforcement of Intellectual Property (IP)**

Speaker: Mr. Xavier Vermandele, Deputy Director, Building Respect for IP Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.30 **Topic 2 Counterfeiting and Piracy in the Framework of Strategic Goals VI of WIPO**

Speaker: Mr. Xavier Vermandele

10.30 – 11.00 **Topic 3 Piracy and Counterfeiting and its Impact on National Economy**

Speaker: Mr. Hossam A. El-Saghir, Attorney at Law, Professor of Commercial Law and Director of The Regional Institute for Intellectual Property, Helwan University, Cairo

11.00 – 11.30 Coffee Break

11.30 – 12.00 **Topic 4 Enforcement of the Lebanese IP Laws**

Speaker: Judge Nassib Elia, President - Court of Appeals of south Lebanon, Professor of Intellectual Property at “ La sagesse & Balamand University”

12.00 – 12.30 **Topic 5 Border Measures and Consumer Protection**

Speaker: Mr. Amr Abdelaziz

12.30 – 13.00 **Topic 6 Enforcement of IP and Public Health**

Speaker: Mr. Hossam A. El-Saghir

Wednesday, July 18, 2012

- 9.00 – 9.30 **Topic 7** **Consumer Attitudes towards Counterfeiting and Piracy and Awareness Raising**
- Speaker: Mr. Xavier Vermandele
- 9.30 – 10.00 **Topic 8** **The Legal Framework of Enforcement in Lebanon**
- Speaker: Mr. Wissam El Amil, IPR Specialist, Ministry of Economy and Trade, Beirut
- 10.00 – 10.30 **Topic 9** **The Importance of IP Enforcement for Small and Medium Enterprises (SMEs)**
- Speaker: Mr. Amr Abdelaziz
- 10.30 – 11.00 **Topic 10** **Effective IP Enforcement and its Impact on the Competitiveness of Trademarks and Copyright**
- Speaker: Mr. Hossam A. El-Saghir
- 11.00 – 11.30 Coffee Break
- Topic 11** **Remedies to Counterfeiting and Piracy Including the Environmentally Friendly Disposal of Goods**
- 11.30 – 12.00 Speaker: Mr. Xavier Vermandele
- 12:00 – 12:30 **Topic 12** **Round Table Discussion on Strategic Approach to Effective Cooperation at the National Level**
- Speakers: Mr. Amr Abdelaziz
- Mr. Xavier Vermandele
- Representatives of the Lebanese government

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