



INTERNATIONAL NETWORK  
FOR SMALL AND MEDIUM-SIZED ENTERPRISES



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

**WIPO-INSME INTERNATIONAL TRAINING PROGRAM  
ON THE ROLE OF INTELLECTUAL PROPERTY IN RAISING  
FINANCE BY SMALL AND MEDIUM-SIZED ENTERPRISES**

jointly organized by  
the World Intellectual Property Organization (WIPO)  
and  
the International Network for Small and Medium-Sized Enterprises (INSME)

**Geneva, July 11 and 12, 2006**

PROVISIONAL PROGRAM

*prepared by the Secretariat*

Tuesday, July 11, 2006

9.00 – 9.30            Registration

9.30 – 10.00        OPENING CEREMONY

Welcome addresses by:

Mr. Guriqbal Singh Jaiya, Director, Small and  
Medium-Sized (SMEs) Enterprises Division, World  
Intellectual Property Organization (WIPO), Geneva

Ms. Simona Marzetti, Secretary General, the International  
Network for Small and Medium-Sized Enterprises  
(INSME) Association, Rome

10.00 – 11.00      Theme 1      The Importance of Intellectual Property (IP) for  
Enhancing the Competitiveness of Small and  
Medium-Sized Enterprises (SMEs)

Speaker:      Mr. Guriqbal Singh Jaiya

11.00 – 11.30      Coffee Break

11.30 – 12.30      Theme 2      Making Intangibles a Valuable Tangible Asset;  
Generating Value by Relying on Intellectual Capital

Speaker:      Mr. John D. Swain, Consultant, Geneva

12.30 – 14.00      Lunch

14.00 – 15.30      Theme 3      Strategic Use of Intellectual Capital: IP Audit for  
Leveraging IP Assets in Business Strategy

Speaker:      Mr. Jeremy Lack, Attorney-at-law, Geneva

15.30 – 16.00      Coffee Break



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|---------------|------------------|---|
| 15.00 – 16.00 | Theme 9          | Role of Business Angels in Supporting Your Innovation Plans   |
|               | Speaker:         | Mr. Paolo Anselmo, President of the Italian Network of Business Angels (IBAN) and Member of the Executive Committee of the European Network of Business Angels (EBAN), Aosta          |
|               | Case Study:      | Mr. Christophe Beaud, President, Association of Swiss Business Angels Networks (ASBAN), Zurich<br><br>Mr. Andreas Schweitzer, Swiss Business Angel and Entrepreneur, Ocean AG, Geneva |
| 16.00 – 16.30 | Coffee Break     |   |
| 16.30 – 17.30 | Theme 10         | Financial and Other Assistance by Multinationals to SMEs and Spin-offs  |
|               | Speaker:         | Mr. Wilfried Grommen, General manager Business Strategy, Microsoft Europe, EMEA, Brussels   |
| 17.30 – 18.00 | Round-table      |   |
| 18.00         | CLOSING CEREMONY |   |

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