INTER-REGIONAL MEETING

Economic Aspects of Intellectual Property Rights
organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Hungarian Intellectual Property Office (HIPO)

Budapest, Hungary, April 15, 2013

PROVISIONAL PROGRAM

9.00 – 9.30  Registration

9.30 – 9.45  Opening Ceremony

Welcome addresses by:

Mr. Miklós Bendzsel, President, Hungarian Intellectual Property Office (HIPO), Budapest

Mr. Michal Svantner, Director, Department for Transition and Developed Countries, World Intellectual Property Organization (WIPO), Geneva

9.45 – 10.15  Topic 1  Management of Intellectual Property Rights (IPRs) in Countries in Transition and relevant WIPO Studies for Countries in Transition

Speaker:  Mr. Michal Svantner

10.15 – 11.15  Topic 2  Recent International Developments in IP Economics

Speakers:  Mr. Nikolaus Albert Thumm, Chief Economist, European Patent Office

Mr. Jean-Charles Hourcade, General Manager, France Brevets

11.15 – 11.30  Coffee Break
11.30 – 12.00  **Topic 3**  
**Current Economic Aspects of IP in Hungary**  
**Speaker:**  Mr. Péter Juhász PhD, CFA, associate professor at Corvinus University of Budapest, Hungary

12.00 – 13.00  **Topic 4**  
**Panel Discussion on Strategies, Trends and New Challenges related to Economic Issues of IPRs**  
**Moderator:**  Mr. Michal Svantner  
**Speakers:**  Mrs. Natalia Karpova, Vice-President, Licensing Executives Society (LES) – Russia, Moscow  
Mr. Nikolaus Albert Thumm  
Mr. Jean-Charles Hourcade  
Mrs. Hagit Messer-Yaron, President, Open University, Raanana, Israel

13.00 – 14.30  **Lunch Break**

14.30 – 15.30  **Topic 5**  
**Panel Discussion on Economic Aspects of IP in Hungary**  
**Moderator:**  Mr. Péter Káldos, Economic Analyst, HIPAVILON Hungarian Intellectual Property Agency  
**Speakers:**  Mr. István Molnár, Patent Attorney, Danubia Patent & Law Office, Budapest, Hungary.  
Dr. Miklós Szanyi, Hungarian Academy of Sciences (tbc.)  
Dr. Levente Zsembery, CEO, Board Member, Investment Committee Member, Biggeorge’s- NV EQUITY Venture Fund Management Private Limited Company, Chairman of the Educational Committee of the Hungarian Private Equity and Venture Capital Association

15.30 – 15.50  **Coffee Break**

15.50 – 17.30  **Topic 6**  
**Current Challenges related to Economic Issues of IPRs – Country Experience**  
**Moderator:**  Mr. Michal Svantner  
**Speakers:**  International participants

17.30  **WIPO Reception**