

April 24, 2008

08.30 – 09.00	Registration	
09.00 – 09.15	Welcome addresses:	Representative of Estonian Patent Office Representative of WIPO
09.15 – 10.00	Topic	Innovative Entrepreneurship on Economy Creating New Values
	Speaker	Mr Hannes Astok, E-State Academy
10.00 – 10.30	Topic	WIPO and the Services Provided by the SMEs Division
	Speaker	Mrs. Tamara Nanayakkara, Counsellor, Small and Medium Sized Enterprise Division, WIPO
10.30 – 11.00	Coffee	
11.00 – 11.30	Topic	The Estonian Patent Office and Its Services to SMEs
	Speaker	Mrs Eve Tang, Estonian Patent Office
11.30 – 12.15	Topic	IP and Business Competitiveness
	Speaker	Mrs Tamara Nanayakkara, WIPO
12.15 – 13.45	Lunch	
13.45 – 14.30	Topic	The Use of the Patent System for Business Competitiveness
	Speaker	Mr Mikk Putk, Technological Research Ltd.
14.30 – 15.15	Topic	Trademarks, Designs and Geographical Indications in Building a Brand Image
	Speaker	Mr. Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprise Division, WIPO
15.15 – 15.40	Coffee	
15.40 – 16.25	Topic	From Ideas to Products , QUIN Estonia
	Speakers	Experiences Related to New Products of the Finnish Designer of Fur Products Mrs Tarja Niskanen, designer The Role of the Network of Innovative Women in the Process “From Ideas to Products” Mrs Anne-Mari Rannamäe, QUIN-Estonia

16.25 – 17.10 Topic **The Importance of Trade Secrets for Businesses**
Speaker Mrs Tamara Nanayakkara, WIPO

April 25, 2008

09.00 – 09.45 Topic **Copyright's Role In An Innovative Economic Environment**
Speaker Mr Aleksei Kelli, Institute of Law of the University of Tartu

09.45 – 10.30 Topic **Ownership, Grant of Use and Transfer of Intellectual Property**
Speaker Mrs Mari Toomsoo, Law firm *Raidla & Partnerid*

10.30 – 11.00 Coffee

11.00 – 11.45 Topic **IP Issues in Exporting**
Speaker Mrs Tamara Nanayakkara, WIPO

11.45 – 12.15 Topic **Case Study on the Use of the Intellectual Property System by an Estonian Company**
Speaker Mr Lars Sumberg, Balteco Ltd.

12.15 – 13.45 Lunch

13.45 – 14.30 Topic **Managing and Exploiting IP Assets**
Speaker Mr Guriqbal Singh Jaiya, Director, Small and Medium Sized Enterprise Division, WIPO

14.30 – 15.15 Topic **Benefits and Support for Inventors and Entrepreneurs**
Speaker Mr Madis Võõras, Enterprise Estonia

15.15 – 15.45 Topic **Developing a Framework for Strengthening the Competitiveness of SMEs; What Can WIPO Do to Assist**
Speaker Mr Guriqbal Singh Jaiya, WIPO

15.45 – 16.00 **Closing**