



INTERNATIONAL CONFERENCE

**WIPO/IP/KIV/22/INF/1 PROV.
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Intellectual Property in the New Reality: Evolutions, Challenges, and Perspectives

30th Anniversary of the State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

the European Patent Office (EPO)

the European Union Intellectual Property Office (EUIPO)

and
the EU-funded project *Support for structured policy dialogue, coordination of the implementation of the Association Agreement and enhancement of the legal approximation process for the Republic of Moldova*

Hybrid, Online and in Chisinau, September 8, 2022

PROVISIONAL PROGRAM

document prepared by the International Bureau of WIPO

Venue (in person): Convention Center, Radisson Blu Leograd Hotel (77 Mitropolit Varlaam st.)

Online: Zoom Meeting

<https://lcmagency-eu.zoom.us/j/85199665164?pwd=dmR0K2lIZGI0aTZiVUhxVDI5NFRudz09>

Meeting ID: 851 9966 5164

Passcode: LCM2022

Thursday, September 8, 2022

09.30 – 10.00 Registration and Welcome Coffee

10.00 – 10.30 **Opening Ceremony**

Welcome Addresses by:

- Mr. Eugeniu Rusu, Director General, State Agency on Intellectual Property of the Republic of Moldova (AGEPI), Chisinau
- Mr. Jānis Mažeiks, Ambassador, Head of the EU Delegation to the Republic of Moldova, Chisinau (tbc)
- Mr. Daren Tang, Director General, World Intellectual Property –
Mr. António Campinos, President, European Patent Office (EPO), Munich (recorded message)
- Mr. Christian Archambeau, European Union Intellectual Property Office (EUIPO), Alicante, Spain (recorded message)
- Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), WIPO

10.30 – 11.30 **SESSION I** **INTELLECTUAL PROPERTY: RECENT DEVELOPMENTS AND TRENDS**

IP at the International Level;
Patent System - A Boost for Economic Development in Europe;
Developing an IP System from Scratch: Achievements, Challenges and Future Plans

Moderator: Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States and Mediterranean Countries (CEBS), TDC, WIPO

Speakers: Mr. Habip Asan
Mr. Yann Ménière, Chief Economist, EPO, (online)
Mr. Eugeniu Rusu

11.30 – 11.45 Question & Answers

11.45 – 12.00 Coffee Break

12.00 – 13.00	SESSION II	IP AND SUSTAINABLE DEVELOPMENT
		Innovation System and Technology Transfer for Sustainable Development; Innovation, Intellectual Property and Public Health; IP, Education and Research
	Moderator:	Ms Roberta Romano-Götsch, Chief Sustainability Officer, EPO (online)
	Speakers:	Mr. Bojan Pretnar, EU-funded project “Support for structured policy dialogue, coordination of the implementation of the Association Agreement and enhancement of the legal approximation process for the Republic of Moldova” (EU Project) Ms. Lisa Cowey MPA, PC Cert IP, Director, the Technology Transfer Interface Ltd, Oxford, United Kingdom (online) Mr. Andrés Izquierdo, Senior Research Analyst – IPR, Program on Information, Justice and Intellectual Property Washington College of Law, American University, United States of America (online)
13.00 – 13.15	Question & Answers	
13.15 – 14.15	Lunch Break	
14.15 – 15.30	SESSION III	ROLE OF IP IN PROMOTING INNOVATIVE ENTREPRENEURSHIP AND CREATIVE INDUSTRY, FAIR COMPETITION AND FREE TRADE IN EUROPE AND BEYOND
		The Role of Intellectual Property Rights in Boosting Creative Industries; Patent Information in Promoting Innovative Entrepreneurship; Intellectual Property in Competitive Knowledge Economy; IPR Enforcement as an Effective Mechanism for Fair Competition and Trade
	Moderator:	Mr. Kenneth Wright, Global-IPR, Copenhagen, Denmark
	Speakers:	Ms. Irina Lucan-Arjoca, EU Project Expert Mr. Marco Bravo, Director, Patent Information and IP know-how, EPO (online) Mr. Bojan Pretnar Mr. Ryszard Frelek Mr. Kenneth Wright
15.30 – 15.45	Question & Answers	
15.45 - 16.00	Coffee Break	

16.00 – 17.15 SESSION IV ROUNDTABLE EUROPEAN INTEGRATION PROCESS IN
IP FIELD: CHALLENGES AND WORK AHEAD FOR EU
CANDIDATE COUNTRIES

Moderator: Ms. Liliana Vieru, Head of Communication, International
Relations and European Integration Department, AGEPI

Key speakers: The representative of the Republic of Moldova
The representative of Ukraine (tbc)
The representative of Georgia
The representative of Centre European Free Trade
Agreement (CEFTA), Brussels (tbc)
The representative of EPO

Discussions: All participants

17.15 – 17.30 **Conclusions and Way Forward**

Moderator: Mr. Eugeniu Rusu

18.00 – 20.30 **Anniversary Ceremony and Reception**

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