INTELLECTUAL PROPERTY

A Strategic Vision Towards IP Best Practices for Industry and Businesses in Sri Lanka

Cinnamon Grand Colombo (Ivy Room)
November 25, 2014
<u>AGENDA</u>

TIME	TOPIC	SPEAKER	TITLE
14:30 - 15:00	Registration of participants		
15:00 - 15:03	Words of welcome	Mr. Heinz A. Reuter	President - ECCSL, Chairman and Managing Director of Prestige Automobile (Pvt) Ltd
15:03 - 15:08	Setting out today's objective - introduction of first speaker	Mr. John Wilson	In House Counsel, ECCSL & Managing Partner John Wilson Partners, Co-President The Sri Lanka IP Association – Sri Lanka Group of AIPPI
15:08 - 15:28 (20 mins)	Innovation and the importance of IP in moving the Sri Lankan Economy forward	Prof. Ajith de Alwis	Project Director of the Coordinating Secretariat for Science, Technology and Innovation (COSTI) Sri Lanka
15:28 - 15:31	Introduction of next speaker - Mr. John Wilson		
15:31 - 15:51 (20 mins)	An introduction to AIPPI –and the world of patenting in the context of evolving Asia	Mr. Laurent Thibon	Secretary-General of AIPPI
15:51 - 15:54	Introduction of next speaker - Mr. John Wilson		
15:54 - 16:14 (20 mins)	Developing and formulating strategic IP policies and IP due diligence	Ms. Karen Abraham	Assistant Secretary- General of AIPPI
16:14 - 16:24	Tea / Coffee break		
16:24 - 16:27	Introduction of next speaker - Mr. John Wilson		
16:27 - 16:42 (15 mins)	Evaluating Brand Health	Mr. Shaheen Cader	Managing Director, Nielsen, Sri Lanka
16:42 - 16:45	Introduction of next speaker	Ms. Amice van der Burg-Dissanayake	Strategist, John Wilson Partners
16:47 - 17:02 (15 mins)	IP strategies for businesses in today's global context	Mr. John Wilson	
17:02 - 17:05	Introduction of next speaker - Mr. John Wilson		
17:05 - 17:20 (15 mins)	Promoting an Innovation Eco System in Sri Lanka	Mr. Deepal Sooriyaarachchi	Commissioner, Sri Lanka Inventors Commission (SLIC)
17:20 – 17:25	Q&A (Moderated by Mr. John Wilson)		
17:25 - 17:30 (5 mins)	Summary, forward plans and vote of thanks	Ms. Amice van der Burg - Dissanayake	