

Growing business with IP

Winning strategies in emerging markets

Milan, 17 - 18 July 2008

Preliminary Programme

Organised by

European Patent Academy and
L. Bocconi University

With the support of

UIBM
Confindustria
Assolombarda
Alicante University

Venue

Thursday 17 July 2008

Università Bocconi
Via Safartti 25
20136 Milano
Italy

Friday 18 July 2008

Assolombarda
Via Pantano 9
20122 Milano
Italy

Thursday, 17 July 2008

09.15 Registration

10.00 Welcome Addresses

*Helge Rasmussen,
Principal Director, European Patent Academy, EPO Munich;
Ludovica Agrò,
President UIBM; Rome
Francesco Macchetta,
President, AICIPI and IP Director, Bracco, Milan*

10.40 Keynote Address

*Giorgio Sacerdoti,
Member of the WTO Appellate Body and Professor of Law, L. Bocconi
University*

Session 1

Setting the Scene in China, India and Latin America

Chair: *Laurent Manderieux,
Professor of Law, L. Bocconi University*

11.00 Session 1.1

*Moderator: Stefano Breschi,
Professor of Economy, L. Bocconi University*

*"The Dragon Wakes"
Ling Ho,
Partner, Clifford Chance, Hong Kong*

12.00 Coffee break

12.15 Session 1.2

*Moderator: Aurelio Lopez,
IPR Helpdesk, University of Alicante*

*Opportunities in India
Frank Burkert,
European Patent Attorney, Bayer HealthCare, Germany*

13.15 Lunch break

14.15 Session 1.3

*Moderator: Mariano Riccheri,
Coordinator IP Master, Alicante*

*Opportunities in South America
Ruben Romano,
Lawyer, Head IP Office, UNL, Santa Fe (Argentina)*

15.15 Coffee break

Session 2

Enforcement

Chair: *Pier Giovanni Giannesi,*
President of IP working Group, Confindustria and IP Director, Pirelli ,
Group, Milan

15.30 **Session 2.1**
Litigation and Arbitration: Recent Trend in Asia Focus
Catherine Rogers,
Professor of Law at Penn State University (USA) and L. Bocconi University;
James Nurton,
Managing Editor, Managing IP Magazine, London

16.50 **Session 2.2**
Moderator: *Francesco Macchetta,*
President, AICIPI and IP Director, Bracco Italy

Countering the Counterfeits
Daniele Lingua,
IP Director, Ferrero Group, Brussels

17.50 **Session 2.3**
Moderator: *Giovanni Kessler,*
Italian High Commissioner to combat counterfeiting and piracy, Rome

Piracy
Simona Lavagnini,
Legal Counsel, Business Software Alliance Italy

18.50 End of day

19.00 Cocktail

20.00 Dinner
Special Guest Speaker: *Giovanni Kessler,*
Italian High Commissioner to combat counterfeiting and piracy, Rome

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Session 3

Industrial Property Strategies

Chair: *Federico Ghezzi,*
Head, Department of Law, L. Bocconi University

09.00 Session 3.1

Moderator: *Claudio Dordi,*
Professor of Law, L. Bocconi University

Chinese Patent Information
Christine Kämmer,
Examiner, EPO, Vienna

10.00 Session 3.2

Moderator: *Angela Lupone,*
Professor of Law, Milan State University

Patent Strategy in East Asia
Wulf Höfllich,
Vice-President, IP Department Airbus Group, Toulouse

11.00 Coffee break

11.15 Session 3.3

Moderator: *Laura Beretta,*
Professor of Law, SDABocconi

Branding across Borders
Mauro Bronzini,
Trademark Attorney, Bugnion, Bologna;
Alessandro Mannini,
Trademark Attorney, Bugnion, Bologna

Session 4

Technology Transfer and International Co-operation

Chair: *Gabriela Venturini,*
Professor of Law, Milan State University

12.15 Session 4.1

Moderator: *Mario Traverso,*
President, LES Italy

Doing the Deal in China:
Ting Zhang,
CEO, China Business Solutions, Cambridge

13.15 Lunch break

14.15 Session 4.2

Moderator: *Fabio Montobbio,*
Professor of Economy, L. Bocconi University

Technology Transfer - Experience with China
Ling Ho,
Partner, Clifford Chance, Hong Kong;
Ruben Romano,
Lawyer, Head IP Office, UNL, Santa Fe (Argentina)

15.15 Coffee break

15.30 Session 4.3

IPR2: EU-China Project on the Protection of Intellectual Property Rights:
Cooperation between China and European Governments
Delfina Autiero,
IPI Istituto per la Promozione Industriale

16.00 Closing remarks - "Quo Vadis?"

Alfonso Gambardella,
Editor, European Management Review and Professor, L. Bocconi University

17.00 End of seminar