

APEC Seminar “IP Commercialization for SMEs” (10–12 September, Vladivostok) is organized by Rospatent within the APEC project. It aims to facilitate the exchange of experience between APEC economies on best practices in IP management and commercialization for small and medium-sized enterprises (SMEs).

During the Seminar participants will look for ways to solve the problems SMEs face in certain economic aspects of IP field: IP commercialization, IP marketing, reducing innovation risks in IP management, scouting and personnel training, technology transfer, patenting abroad, and collaboration of SMEs with big business. The best practices in IP management and commercialization for SMEs will be identified based on the results of the discussion and then disseminated among SMEs of APEC economies.

The representatives of 10 APEC economies and experts from the World Intellectual Property Organization will take part in the seminar.

**APEC IPEG  
IP Commercialization for SMEs  
(CTI 32 2017A)**

**10–12 September 2019  
Vladivostok, Russia**

**Day 1 – 10 September (Tuesday)**

09.30 – 10.00	Registration
10.00 – 10.30	<b>Welcome remarks</b> - Ms Anastasia Gribanova, Project Overseer - Mr Ivan Bliznets, Rector, Russian State Academy of Intellectual Property (RGAIS), PhD in Law, Professor - Mr Nikita Anisimov, Rector, Far Eastern Federal University (FEFU) (TBC) - Mr Guy Pessach, Director, SMEs and Entrepreneurship Support Division, Department for Transition and Developed Countries, World Intellectual Property Organization (WIPO)
10.30 – 11.00	<b>Presentations about RGAIS</b>
11.00 – 11.15	Coffee break
11.15 – 12.00	<b>WIPO presentation about the support of SMEs on IP commercialization</b> – Mr Guy Pessach, Director, SMEs and Entrepreneurship Support Division, Department for Transition and Developed Countries, World Intellectual Property Organization (WIPO)
12.00 – 12.30	Q&A Session with Mr Guy Pessach
12.30 – 14.00	Lunch

14.00 – 15.00	<b>The role of IP in SME's activity</b> - Ms Juliya Vasileva, Associate Professor of the Department of Innovation Management and IP Commercialization at RGAIS, PhD in Economics Q&A Session
15.00 – 16.00	<b>Certain aspects of IP commercialization: IP management, IP marketing, reducing of innovation risks</b> - Ms Veronika Smirnova, Head of the Department of Innovation Management and IP Commercialization at RGAIS, PhD Economics, Professor Q&A Session
16.00 – 16.15	Coffee break
16.15 – 17.15	<b>Collaboration of SMEs and large businesses, transfer of technologies</b> - Mr Irik Mukhamedshin, Honorary Professor of the Department of Civil and Business Law at RGAIS, PhD in Law, Academic Advisor, Professor Q&A Session
17.15 -17.30	Summing up Day 1 of the seminar

### **Day 2 – 11 September (Wednesday)**

10.00 – 11.00	<b>IP protection and enforcement, patenting abroad</b> - Mr Irik Mukhamedshin, Honorary Professor of the Department of Civil and Business Law at RGAIS, PhD in Law, Academic Advisor, Professor Q&A Session
11.00 – 11.15	Coffee break
11.15 – 12.30	<b>Scouting and training of SME personnel on IP matters</b> - Mr Ivan Bliznets, Rector of RGAIS, PhD in Law, Professor Q&A Session
12.30 – 14.00	Lunch
14.00 – 15.00	<b>Best practices of IP commercialization in Russia</b> - Ms Juliya Vasileva, Associate Professor of the Department of Innovation Management and IP Commercialization at RGAIS, PhD in Economics Q&A Session
15.00 – 16.00	<b>Best practices of IP commercialization in Philippines</b> - Ms Josphina Rima-Santiago, Director General, Intellectual Property Office of the Philippines Q&A Session
16.00 – 16.15	Coffee break
16.15 – 17.00	<b>Law &amp; Practice: IP Commercialization in China SMEs</b> - Mr WANG Zhengzhi, Partner, Beijing Globe-Law Law Firm Q&A Session
17.00 – 17.15	Summing up Day 2 of the seminar

### **Day 3 – 12 September (Thursday)**

10.00 – 11.30	<b>Experience of APEC economies (in the format of round table)</b> The participants will be invited to give short presentations about IP commercialization practices existing in their economies Moderator – Ms Veronika Smirnova, Head of the Department of Innovation Management and IP Commercialization at RGAIS, Doctor of Economics, Professor
---------------	--

	- participants of the seminar
11.30 – 11.45	Coffee break
11.45 – 12.30	<b>The results of research conducted as part of the project implementation</b>
12.30 – 14.00	Lunch
14.00 – 15.30	<b>Identification and discussion of the best practices on IP commercialization and further steps to address the needs of SMEs in the IP field in APEC region</b> Moderator – Mr Ivan Bliznets, Rector of RGAIS, PhD in Law, Professor - speakers and participants of the seminar
15.30 – 16.00	Summing up the seminar <b>Closing remarks</b>