



CONFERINȚA INTERNAȚIONALĂ

WIPO/IP/KIV/22/INF/1/PROV.
ORIGINAL: ENGLISH
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Proprietatea Intelectuală în contextul noii realități: evoluții, provocări și perspective

Aniversarea a 30 de ani de la fondarea Agenției de Stat pentru Proprietatea Intelectuală (AGEPI)

organizată de
Organizația Mondială a Proprietății Intelectuale (OMPI)

în cooperare cu
Agenția de Stat pentru Proprietatea Intelectuală a Republicii Moldova (AGEPI)

Oficiul European de Brevete (OEB)

Oficiul Uniunii Europene de Proprietate Intelectuală (EUIPO)

și
Proiectul finanțat de UE: „Suport pentru dialogul politic structurat, coordonarea implementării Acordului de asociere și îmbunătățirea procesului de aproximare legală pentru Republica Moldova”

PROGRAM PROVIZORIU

Document pregătit de Biroul Internațional al OMPI

Hibrid (în persoană și pe platforma Zoom), 8 Septembrie 2022

Locație (în persoană): Convention Center, Hotelul Radisson Blu Leograd (str. Mitropolit Varlaam 77, Chișinău).

Online: Zoom Meeting

<https://lcmagency-eu.zoom.us/j/85199665164?pwd=dmR0K21lZGI0aTZiVUhxVDI5NFRudz09>

Meeting ID: 851 9966 5164

Passcode: LCM2022

Joi, 8 septembrie 2022

09.30 – 10.00 Înregistrare și cafea de bun venit

10.00 – 10.30 Ceremonia de deschidere.

Mesaje de salut:

- [Eugeniu Rusu](#), Director general, Agenția de Stat pentru Proprietatea Intelectuală a Republicii Moldova (AGEPI), Chișinău
- Aurica Butnari, Manager de proiecte, Delegația UE în Republica Moldova, Chișinău
- Daren Tang, Director General, Organizația Mondială a Proprietății Intelectuale (OMPI), Geneva (online)
- António Campinos, Președinte, Oficiul European de Brevete (OEB), Munhen (online)
- Christian Archambeau, Director Executiv, Oficiul Uniunii Europene pentru Proprietatea Intelectuală (EUIPO), Alicante (online)
- [Habip Asan](#), Director, Sectorul pentru țările dezvoltate și în tranziție, Organizația Mondială a Proprietății Intelectuale (OMPI), Geneva

10.30 – 11.30 SESIUNEA I PROPRIETATEA INTELECTUALĂ: DEZVOLTĂRI RECENTE ȘI TENDINȚE

Evoluții recente în domeniul PI la nivel internațional.
Sistemul de brevete - un impuls pentru dezvoltarea economică în Europa.
Dezvoltarea sistemului de PI din Republica Moldova: realizări, provocări și perspective

Moderator: [Ryszard Frelek](#), responsabil de Programe pentru țările din Europa Centrală, Baltice și Mediteraneene, OMPI, Geneva

Raportori: [Habip Asan](#), OMPI 
[Yann Ménière](#), Director economic, OEB, Munchen, Germania 
[Eugeniu Rusu](#), Director General AGEPI 


11.30 – 11.45 Întrebări și răspunsuri

11.45 – 12.00 Pauză de cafea


12.00 – 13.00 SESIUNEA II PROPRIETATEA INTELECTUALĂ ȘI DEZVOLTAREA DURABILĂ

Sistemul de inovare și transfer tehnologic pentru dezvoltarea durabilă.
Inovația, proprietatea intelectuală și sănătatea publică.
Proprietatea intelectuală în economia competitivă a cunoașterii;
PI, educația și cercetarea

Moderator: [Roberta Romano-Götsch](#), Ofițer superior sustenabilitate, OEB, Munchen, Germania

Raportori: Bojan Pretnar, expert, Proiectul UE „Suport pentru dialogul politic structurat, coordonarea implementării Acordului de asociere și îmbunătățirea procesului de aproximare legală” pentru Republica Moldova (Proiect UE), 

[Lisa Cowey](#), MPA, PC Cert IP, Director, Technology Transfer Interface Ltd, Oxford, Marea Britanie 

[Andrés Izquierdo](#), Cercetător analist superior– IPR, Programul de Informare, Justiție și Proprietate Intelectuală, Colegiul de Drept din Washington, Universitatea Americană 


13.00 – 13.15 Întrebări și răspunsuri





13.15 – 14.15 Pauză de prânz

14.15 – 15.30 SESIUNEA III ROLUL PI ÎN PROMOVAREA ANTREPRENORIATULUI INOVATOR ȘI INDUSTRIILOR CREATIVE, CONCURENȚEI LOIALE ȘI A COMERȚULUI LIBER

Rolul proprietății intelectuale în stimularea industriilor creative. Rolul informației de brevet în promovarea antreprenoriatului inovator.

Asigurarea respectării DPI – mecanism eficient de promovare a concurenței loiale și comerțului liber

Moderatori: [Kenneth Wright](#), expert, Global-IPR, Copenhaga, Danemarca 

Raportori: [Irina Lucan-Arjoca](#), expert, Proiect UE, București, România 
[Marco Bravo](#), Director, Informația de Brevet și know-how, OEB, Munchen, Germania (online) 
Bojan Pretnar, expert, Proiect UE, Portoroz, Slovenia 
[Ryszard Frelek](#), OMPI 

15.30 – 15.45 Întrebări și răspunsuri

15.45 - 16.00 Pauză de cafea

16.00 – 17.15 SESIUNEA IV: Masa rotundă: PROCESUL DE INTEGRARE EUROPEANĂ ÎN DOMENIUL PI: PROVOCĂRI ȘI ACTIVITĂȚI DE PERSPECTIVĂ PENTRU ȚĂRILE CANDIDATE LA UE

Moderator: [Liliana Vieru](#), șef Direcție comunicare și relații internaționale AGEPI, Chișinău, Republica Moldova

Vorbitori-cheie:

Reprezentantul Republicii Moldova
Reprezentantul Ucrainei
Reprezentantul Georgiei
Reprezentantul OEB

Discuții: Toți participanții

17.15 – 17.30 Concluzii. Încheierea lucrărilor Conferinței

Moderator: [Eugeniu Rusu](#), Director general, AGEPI

17.30 – 18.00 LANSARE DE CARTE „Proprietatea intelectuală în economia competitivă bazată pe cunoaștere” de Bojan Pretnar

18.00 – 21.00 Ședința Festivă dedicată 30 de ani de la fondarea AGEPI (urmată de o recepție)

SPEAKER PROFILES

SESSION I INTELLECTUAL PROPERTY: RECENT DEVELOPMENTS AND TRENDS

MODERATOR



Mr. Ryszard FRELEK, Program Officer, Division for Transition and Developed Countries, World Intellectual Property Organization (WIPO)

Since 2007, Ryszard works in the United Nations Specialized Agency - the World Intellectual Property Organization (WIPO). He is currently the focal point for cooperation with a number of Central European and Balkan countries, where he coordinates WIPO support for the implementation of national and regional projects, such as the development/implementation of national IP strategies, updating national IP legislation, IP training, as well as building national and international private/public and public/public partnerships.

Before joining WIPO he gained experience in law companies and public institutions. He obtained his Master Degree in Law in Poland, specializing in IP and new technologies. He also studied international management and economics in Germany.



PANELISTS



Mr. Habip ASAN, Director, Division for Transition and Developed Countries, WIPO, PH.D and M.Sc. in Mechanical Engineering, Texas Tech University, USA

Professional Career:

- President of the Turkish Patent and Trademark Office from 2008 to 2022;
- Member of Administrative Council of European Patent Organization;
- Chairperson of the Supervisory Board of the European Patent Academy;
- Member of Board-28 in the EPO;
- Chairperson of the Technical and Operational Support Committee of the EPO;
- Lecturer at Ajman University of Science and Technology in Dubai;
- Professor at Karadeniz Technical University;
- Lecturer of Advanced Patent Law and Advanced Design Law at Ankara University;
- Member of Turkish Design Council.





Mr. Yann MÉNIÈRE, Chief Economist at the European Patent Office (EPO).

Yann Ménière is professor of economics on leave from MINES ParisTech, where he was leading the Chair on "IP and Markets for Technology" until joining the EPO. His research and expertise relate to the economics of innovation, competition and intellectual property.

In recent years, he has been focusing more specifically on IP and standards, markets for technology, and IP issues in climate negotiations. Besides his academic publications, he has also written a number of policy studies for the European Commission, French government and other public organisations.

Outside MINES ParisTech, he has been teaching the economics of IT standards at Imperial College Business School and the economics of IP law at the Law School of Université Catholique de Louvain.





Mr. Eugeniu RUSU, Director General, State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

Eugeniu Rusu leads the Moldovan IP office since September 2021 and represents the Republic of Moldova in international IP organisations. In his role as Director General of AGEPI, he is co-chairing the National Commission for Intellectual Property, an advisory IP body to the Moldovan Government, and chairs some other IP committees, including the IPR Enforcement Observatory, the AGEPI Board of Appel and the Government Commission for granting permission to use the official or

historical name of the state.

Mr Rusu was employed with AGEPI as a legal specialist in 2015 and since then acted in different legal and management positions. He was representing AGEPI in courts, in particular on copyright and collective management related cases. Prior to joining AGEPI, Mr Rusu served as a signor lawyer with a Moldovan financial institution.

Eugeniu Rusu has a BA in Law from the University of Craiova, Romania and a Master's degree from the Free International University of Moldova.



SESSION II: IP AND SUSTAINABLE DEVELOPMENT

MODERATOR



Ms. Roberta ROMANO-GÖTSCH, Chief Sustainability Officer at the European Patent Office (EPO)

Prior to that she has served as Chief Operating Officer of the sector Healthcare, Biotechnology and Chemistry, and earlier of the sector Mobility and Mechatronics, where she was responsible for leading more than 1600 patent examiners, managers, formalities and administrative staff in Munich, Berlin and The Hague. Roberta is

passionate about UN SDGs and ESG

Roberta has obtained her PhD in organic chemistry from the Technical University of Munich and was R&D product manager at Procter & Gamble before joining the EPO in 1997.



PANELISTS



Ms. Lisa COWEY, MPA, PC Cert IP, Director, the Technology Transfer Interface Ltd, Oxford UK

Lisa Cowey has worked in the field of innovation for over 30 years. Since 2006 she has worked with transition economies with a strong focus on helping them shift to a knowledge based economy through innovation via technology and knowledge transfer from public to private sector.

Lisa has supported WIPO and the World Bank to help build IP regulatory frameworks for Technology Transfer in Ukraine, Mongolia, Turkmenistan, the Kyrgyz Republic. She has y been involved in innovation policy development and implementation in Ukraine, Belarus and Moldova as well as Georgia and Azerbaijan. She is currently working as an independent expert for UNECE to help develop a roadmap for Innovation and technology Transfer Infrastructure for Moldova.

Lisa has a PhD in Physics from the University of Oxford, an MBA from Oxford Brookes University Business School where she specialised in university-industry technology transfer. She also holds a Diploma in IP (Law and Practice) from Bournemouth University Business School IP Unit and is accredited by WIPO in the area of New Plant Varieties.





Mr. Andrés IZQUIERDO, Senior Research Analyst at American University, Washington College of Law, Program on Information Justice and Intellectual Property in Washington DC.

Mr. Izquierdo conducts high-impact research, provides training to governments and to a global network of change-makers, connects a global academic network to the work of international and domestic organizations that represent researchers, libraries, museums, archives, educational and research institutions, and attends actively as observer the committees of the World Intellectual Property

Organization (SCCR, CDIP, General Assembly).

Before joining PIJIP, he practiced law through his award-winning intellectual property and cyber law practice. He has been named one of the best entertainment law attorneys by the publications Best Lawyers (2020), and top Intellectual Property practitioner by Chambers and Partners (2014-2020), and is the author of the book Cyberlaw by Wolters Kluwer.

Andres was previously Business and Legal Director for Sony Music Entertainment in the Andean Region, and litigation partner in Palacio, Izquierdo & Ballesteros, an intellectual property law firm. He has an LLM in Intellectual Property from American University Washington College of Law, an LLM in Intellectual Property from the University of Turin - WIPO, and a law degree from Universidad de Los Andes, Colombia.



SESSION III ROLE OF IP IN PROMOTING INNOVATIVE ENTREPRENEURSHIP AND CREATIVE INDUSTRY, FAIR COMPETITION AND FREE TRADE IN EUROPE AND BEYOND

MODERATOR



Mr. Kenneth WRIGHT, IP Principal Adviser, Global-IPR.

Mr. Wright has previously served as a senior police officer but, for the last 23 years, has worked with Governments and the private sector, in over 70 countries, to protect and enforce intellectual property rights (IPR).

During this period, he has conducted multiple reviews of national IP infrastructures, prepared country reports, finalized national strategies, implemented action plans, finalized comparative analysis of laws, drafted legislation, developed cooperation models, undertaken training needs assessments, organized seminars, delivered training, built statistical models, drafted best practice handbooks and planned awareness campaigns.

Kenneth Wright has also served as a Project Leader and Resident Twinning Adviser in multiple European Union funded IPR Projects.





Ms. Irina LUCAN-ARJOCA, copyright expert within 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*.

Currently, she is Project Manager within the Copyright Division of the Romanian National Television (SRTv).

After graduating Law School, University of Bucharest, in 2000 she joined the Romanian Copyright Office (ORDA), as a legal adviser, along the years holding various positions within the Office, including Head of the International Department. In the period 2012-2020 she acted as Deputy-Director General of ORDA. In the field of copyright and related rights she is performing a large array of activities as drafting legislation, national strategies, as well as a wide range of other activities and projects, being also Counsellor of the Secretary of State, the Ministry of Culture.

In addition, she is a member of various working groups in the field of IP, established at national and international level and she is often invited as lecturer at a large array of domestic and international events. She was the Chair of the IP Working Group (Copyright) at the EU Council during Romania's Presidency at EU Council (January-June 2019).

She has a Master's degree in Public Management, a Bachelor's degree in Law, also graduating numerous IP training courses organized both in the country and abroad.





Mr. Marco Bravo is the EPO's Director of Patent Knowledge Promotion and a.i. Director of Patent Data Management. He is an expert in innovation, technology transfer and IP-based commercialisation. Mr. Bravo has founded four tech companies and a business angel fund, and actively mentored 200+ technology entrepreneurs from multiple countries. His professional experience spans industry, academia, government, and entrepreneurship, with extensive cross-cultural experience in Europe, the United States and Asia.



ROUNDTABLE: EUROPEAN INTEGRATION PROCESS IN IP FIELD: CHALLENGES AND WORK AHEAD FOR EU CANDIDATE COUNTRIES

MODERATOR



Ms. Liliana VIERU, Head of Division for Communication and International Cooperation of the State Agency on Intellectual Property of the Republic of Moldova

Ms Vieru has a background in international relations and over 20 years of experience in intellectual property. Her areas of responsibility include public relations, communication, training, international cooperation and project management.

Since 2005, she leads the Office's European Agenda and has been actively involved in the negotiation of the Moldova-EU Association Agreement and the country's preparation for the EU candidacy. Ms Vieru is representing AGEPI in different committees and working groups at the bilateral and international levels. She has a sound knowledge of the national and regional economic, social and political developments, particularly in countries in transition and in the EU integration process.

She joined AGEPI in 2001 and currently is heading the Division for Communication and International Cooperation.

Ms Vieru graduated from the University of Craiova and has a Post University Degree in international relations from the Academy of Public Administration of the Republic of Moldova.

