



WIPO SUB-REGIONAL TRAINING WORKSHOP

WIPO/SBP/IP/MNL/24/1 PROV.
ORIGINAL: ENGLISH
DATE: SEPTEMBER 4, 2024

Sharing Best Practices (SBP) Workshop on Digital Customer Services

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Intellectual Property Office of the Philippines (IPOPHL)

with the assistance of
the Japan Patent Office (JPO)

December 9 to 12, 2024

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, December 9, 2024

- 09.00 – 09.30 **Opening remarks by:**
- Atty. Rowel S. Barba
Director General, Intellectual Property Office of the Philippines
- Mr. Kazuyuki Sugita
Assistant Director, Information Technology and Patent Information
Management Office, Japan Patent Office (JPO)
- Dr. Juneho Jang
Senior Regional Manager, IP Office Business Solutions Division
World Intellectual Property Organization (WIPO)
- 09.30 – 10.00 **Topic 1: Workshop Objectives and Update on WIPO Technical Assistance in the Region**
- Speaker: Dr. Juneho Jang, WIPO
- 10.00 – 10.30 Group photo taking and coffee break
- 10.30 – 11.00 **Topic 2: Maximizing WIPO Solutions: A Management Perspective**
- Speaker: Representatives from the
Department of Intellectual Property (DIP), Lao
PDR
- 11.00 – 11.30 **Topic 3: Improving IP Office Performance: Key Lessons and Best Practices**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines
(IPOP HL)
- 11.30 – 12.00 **Topic 4: Optimizing IP Office Operations: Enhancing Productivity, Efficiency and Quality in Service Delivery**
- Speaker: Mr. Kazuyuki Sugita, JPO
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.30 **Topic 5: Using Business Intelligence for Strategic Decisions in IP Offices**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines
(IPOP HL)
- 14.30 – 15.00 Coffee Break

- 15.00 – 15.45 **Topic 6: IP Data Management: Ensuring Data Accuracy and Public Access**
- Speaker: Representatives from
the Intellectual Property Office of Viet Nam (IP Viet Nam)
- 15.45 – 16.30 **Topic 7: Best Practices for Managing IT Talent and Resources in IP Offices**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines (IPOP HL)
- 16.30 – 17.00 **Roundtable Discussion**
- Moderator: Dr. Juneho Jang, WIPO

Tuesday, December 10, 2024

- 09.00 – 10.00 **Topic 8: IPOP HL – Industrial Design Administration Processes, Challenges and Solutions**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines (IPOP HL)
- 10.00 – 10.30 Coffee Break
- 10.30 – 12.00 **Topic 9: IPOP HL – Patent Administration Processes, Challenges and Solutions**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines (IPOP HL)
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.30 **Topic 10: IPOP HL - Public Access to Patent and Industrial Design Information**
- Speaker: Representatives from
the Intellectual Property Office of the Philippines (IPOP HL)
- 14.30 – 15.00 Coffee Break
- 15.00 – 16.30 **Topic 11: Presentation from IP Offices on Statistics, Digitalization, and Online Services**
- Speakers: Representatives from

the Department of Intellectual Property
(DIP/MOC), Cambodia

Representatives from
the Department of Intellectual Property
(DIP/MISTI), Cambodia

Representatives from
the Department of Intellectual Property (DIP),
Lao PDR

Representatives from
the Intellectual Property Office of Viet Nam

16.30 – 17.00 **Roundtable Discussion Addressing Challenges and Opportunities in Patent and Design Administration**

Moderator: Dr. Juneho Jang, WIPO

Wednesday, December 11, 2024

09.00 – 10.00 **Topic 12: IPOPHL – Trademark Administration Processes: Challenges and Solutions**

Speaker: Representatives from
the Intellectual Property Office of the Philippines
(IPOPHL)

10.00 – 10.30 Coffee Break

10.30 – 11.00 **Topic 13: IP Viet Nam Presentation on Implementation of Trademark Workflow Optimization Project**

Speaker: Representatives from
the Intellectual Property Office of Vietnam

11.00 – 12.00 **Topic 14: Trademark Examination: Tools and Best Practices**

Speakers: Representatives from
the Intellectual Property Office of the Philippines
(IPOPHL)

Representatives from
the Intellectual Property Office of Vietnam

12.00 – 13.30 Lunch Break

13.30 – 14.30 **Topic 15: Update on IPAS Cloud and Functionality Demonstration**

Speaker: Representative from the WIPO

14.30 – 15.00 Coffee Break

- 15.00 – 16.00 **Topic 15: Update on IPAS Cloud and Functionality Demonstration (continued)**
Speaker: Representative from the WIPO
- 16.30 – 17.00 **Roundtable Discussion IP Office Digital Transformation**
Moderator: Dr. Juneho Jang, WIPO

Thursday, December 12, 2024

ASEAN IP Register National Workshop

- 08.30 – 09.00 **Registration**
- 09.00 – 09.30 **Opening Remarks by**

Atty. Rowel S. Barba
Director General, Intellectual Property Office of the Philippines

Mr. Kazuyuki Sugita
Assistant Director, Information Technology and Patent Information
Management Office, Japan Patent Office (JPO)

Dr. Juneho Jang
Senior Regional Manager, IP Office Business Solutions Division
World Intellectual Property Organization (WIPO)
- 09.30 – 10.00 Group Photo Session and Coffee Break
- 10.00 – 10.15 **Topic 1: Introduction to ASEAN IP Register**
Speaker: Dr. Juneho Jang
- 10.15 – 10.45 **Topic 2: ASEAN IP Register Data Services**
Speaker: Mr. Kyaw Zaw
Senior Project Manager
IP Office Business Solutions Division, WIPO
- 11.00 – 11.35 **Topic 3: Data-Driven IP Strategy: Using IP Data to Build an Informed IP Strategy for the F&B Industry**
Speaker: Ms. Thitapha Wattanapruttipaisan
Director, WIPO, Singapore Office

A representative from Clarivate Analytics
- 11.35 – 11.50 **Q & A**

11.50 – 12.00

Closing Remarks by

Atty. Ann Claire C. Cabochan
Deputy Director General, Intellectual Property Office of the Philippines
(IPOP HL)

[End of program]