Menéndez Pelayo International University (UIMP)

6th Edition IP SEMINAR

“Innovations, Patents and Internationalising Businesses”

From 11 to 15 July 2011

Director: Alberto Casado Cerviño
Director General of the Spanish Patent and Trademark Office (SPTO)

Secretary: Patricia García-Escudero
Head of the Dissemination, Communication and Support Unit at the Spanish Patent and Trademark Office (SPTO)

Industrial property is the branch of law primarily concerned with the regulation of patents, industrial designs and trademarks.

In our present globalised society, characterised by burgeoning growth in the economic and strategic value of industrial property (IP), and hence in the pressure on IP rights brought to bear by ever increasing competition, IP has become an indispensable instrument for internationalising our businesses.

If Spanish companies want to improve their competitive position in global markets, they must make strategic use of the instruments at hand for protecting their industrial property as a differentiating factor of specialisation, with the long-term boost this will give to Spain’s economic performance.

The course brings different perspectives to bear on the important role protecting innovation plays for the internationalization of businesses, and in this sixth edition has established itself as a strategic meeting point for key movers in the Spanish and European industrial property community.

The course is intended for students, small and medium businesses, professionals and for all persons with an interest in industrial property issues in general or who wish to delve deeper into specific aspects of these matters.
MONDAY 11  Importance of IP in globalisation

10:00 am  Opening
Amparo Fernández González
Undersecretary of the Ministry of Industry, Tourism and Commerce and President of the SPTO

10:30 am  Innovation and patents as gateway to the European market
Benoît Battistelli. EPO President

11:00 am  The importance of trademarks for internationalising businesses
Antonio Campinos. OHIM President

3:30 pm  Roundtable
Antonio Campinos. OHIM President
Benoît Battistelli. EPO President

Moderator
Alberto Casado Cerviño. SPTO Director General

TUESDAY 12  Spanish businesses on the international stage

9:30 am  Spanish multinationals in a new international scenario
Xavier Mendoza Mayordomo. Associate Director General of ESADE and Co-Director of the Spanish Multinational Observatory Report (OEME)

11:30 am  Internationalisation of small family businesses
Enric Casi. General Manager of Mango

3:30 pm  Roundtable
Xavier Mendoza Mayordomo. Associate Director General of ESADE and Co-Director of the Spanish Multinational Observatory Report (OEME)
Enric Casi. General Manager of Mango

Moderator
Patricia García-Escudero. Head of SPTO Dissemination, Communication and Support Unit
**WEDNESDAY 13**  
**Promoting the internationalisation of businesses**

9:30 am  **SPTO support for internationalising businesses**  
*Alberto Casado. SPTO Director General*

10:30 am  **Supporting exporters**  
*Fernando Salazar. Executive Vice President ICEX*

11:30 am  **Financing Spanish technology abroad**  
*(pending confirmation)*

3:30 pm  **Roundtable**  
*Angel Sastre. Secretary General of the SPTO  
Fernando Salazar. Executive Vice President ICEX  
Pending confirmation*

**Moderator**  
Angel Sastre. Secretary General of the SPTO

---

**THURSDAY 14**  
**Internationalisation and IP Dispute Resolution**

9:30 am  **International commercial arbitration and arbitration to protect industrial property investments**  
*Bernardo Cremades. President of the Spanish Court of Arbitration*

10:30 am  **IP litigation**  
*Fabrizzio Miazzetto. Partner with Ferrandis Salvador & Partners*

12:30 pm  **Roundtable**  
*Bernardo Cremades. President of the Spanish Court of Arbitration  
Fabrizzio Miazzetto. Partner with Ferrandis Salvador & Partners*

**Moderator**  
Patricia García-Escudero. Head of SPTO Dissemination, Communication and Support Unit
9:30 am  Trademarks as an element of internationalisation
José Luis Bonet. Chairman Freixenet and President of the Forum on Renowned Brands

10:15 am  Patents as an instrument for international protection of business innovation
Álvaro de la Haza, Director of Legal Department. Cosentino Group

11:00 am  Roundtable
José Luis Bonet. Chairman Freixenet and President of the Forum on Renowned Brands
Álvaro de la Haza. Cosentino Group

Moderator
Patricia García-Escudero. Head of SPTO Dissemination, Communication and Support Unit

12:30 pm  Closing
Alberto Casado Cerviño
SPTO Director General