

WIPO Conference on Creativity Inventions – A Better Future for Humanity in the 21st Century to be held from November 11th to 13th 2009

Department of Industrial Policy and Promotion (DIPP), Government of India in association with FICCI and World Intellectual Property Organization (WIPO) is organizing a three day Inter-Regional Forum from **November 11th to 13th 2009** on the topic “Creativity Inventions – A Better Future for Humanity in the 21st Century” at **Crowne Plaza Hotel**, New Delhi.

Innovation and protection of innovation has always been important for a country's economic, social and cultural development. In a market-driven economy, intellectual property provides a competitive advantage to the inventors and is inextricably linked with business success. Even in times of global economic downturn, it is pertinent to develop and protect innovations. Intellectual property plays a crucial role in times of economic recession and intangible assets can be effectively used as a tool for economic resurgence.

The Forum will discuss issues related to **(i)** the evolving global economy and its impact on intellectual property, **(ii)** role of intellectual property in promoting, generating and accessing new technologies, **(iii)** the innovation paradigm – effective national intellectual property and innovation eco system **(iv)** the creativity challenge – sustained generation of and access to knowledge, **(v)** dynamic use of intellectual property for business competitiveness, and **(vi)** building respect for intellectual property.

The three day Conference will be attended by delegates from across the world, including, Bangladesh, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Pakistan, Singapore, Sri Lanka, Thailand and Vietnam. It will also be attended by representatives from the Government of India, the Association of Southeast Asian Nations (ASEAN) Secretariat, the ASEAN Working Group on Intellectual Property Cooperation (AWGIPC), as well as other speakers from Japan, Republic of Korea, Cambodia, Philippines and Thailand.

The representatives from leading multinational companies and other organizations from India and abroad will also be present in the Conference.

The Conference will provide an excellent opportunity to understand the impact of the evolving global economy on IP. The Conference provides a forum to discuss methods of new innovation models and strategies, pro-competitive policies, consolidation and regulatory measures suitable for economic resurgence and development. Further, the Conference is designed to provide knowledge on strategic use of IP for innovation promotion and competitiveness by experts across the world. The need for promoting Green technologies through IP and respect for IP will also be discussed. Participants will get the opportunity to understand the international trends in IP enforcement and regulatory measures.

For further details, please check <http://www.ficci.com/events-page.asp?evid=20177> or mail at deepak@ficci.com , phone: +91-11-23766930 (Direct), +91-11-23738760 (Ext. 477), fax: +91-11-23320714/ 23721504.