

Maximizing the Value of Mexican Innovations Through Intellectual Property (IP)

Seminar

Monday, 29 November, from 09h00 to 13h00
Four Seasons Hotel

The International Chamber of Commerce and IMPI will co-host a seminar exploring how México and Mexican firms can benefit by protecting and managing their innovations through intellectual property. The program will include the Mexican national launch of the ICC's *Intellectual Property Guidelines for Business*, which provide practical information on how companies can assess the effectiveness of their IP management policies and protect their own IP.

The seminar will also feature discussions with Mexican and Inter-American Development Bank officials as to the importance of intellectual property to México's economy, development and trade. Local company and legal/business representatives will also discuss how intellectual property protection is working in practical terms to maximize value for Mexican firms.

Program

08h30 – 09h00	Coffee and Registration
09h00 – 09h30	Welcome and opening remarks <ul style="list-style-type: none"> (Master of Ceremonies) Yesica González, Secretary General, ICC Mexico (Remarks on behalf of the International Chamber of Commerce) Pierre Froidevaux Chavan, Chair of ICC Mexico (Chairman Holcim/Apasco) (Remarks on behalf of IMPI) Jorge Amigo, Director General, Mexican Institute of Industrial Property (IMPI)
09h30 – 10h45	How firms can manage innovations and other IP assets to maximize value and minimize risks: Mexico launch of ICC BASCAP IP Guidelines for Business <i>Allen Dixon, IIPTC (International Intellectual Property and Technology Consulting, London) (confirmed)</i>
10h45 – 11h30	How IP can help to increase México's trade and development <i>Jaime Granados, Trade expert, Inter-American Development Bank (IBD) (confirmed)</i>
11h30 – 12h00	Break
12h00 – 12h45	<i>(Suggested)</i> How [firm] has built its business in México through the effective use of IP
12h45 – 13h00	<i>(Suggested)</i> How to protect and manage IP rights at the local level in México <i>Roberto Newell, Director, IMPCO (Mexican Competitiveness Institute)</i>