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**BASCAP**  
Business Action to Stop  
Counterfeiting and Piracy

**tepav**  
Economic Policy Research Foundation of Turkey

**ICC Turkey**  
International Chamber of Commerce  
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## Maximizing the Value of Intellectual Property in Turkey

Thursday, 29 September 2011  
TOBB Headquarters, Ankara, Turkey

### Program

08h00 – 09h00	Coffee and Registration
09h00 – 11h00	<p><b>Welcome and opening remarks</b></p> <ul style="list-style-type: none"> <li>M. Rifat Hisarcıklıoğlu, President of ICC Turkey</li> </ul> <p><b>Keynote addresses</b></p> <ul style="list-style-type: none"> <li>Jeffrey P. Hardy, Director of ICC BASCAP</li> <li>David Benjamin, Senior Vice President, Universal Music and co-chair of BASCAP Steering Committee</li> <li>Saffet Karpat, CEEMEA Region Vice President and Turkey Director of the Board, Procter &amp; Gamble</li> <li>Francis J. Ricciardone, U.S. Ambassador to Turkey</li> <li>Hayati Yazıcı, Minister of Customs and Trade</li> </ul>
11h00 – 11h30	<b>Break</b>
11h30 – 12h30	<p><b>IP, Innovation and Economic Growth</b></p> <p>Importance of innovation to Turkey's economic growth; elements of a strong legal framework for economic growth and innovation, focusing on the role of IP; role of government in fostering innovation (i.e., innovation incentives).</p> <p><u>Moderator: Güven Sak, Director of TEPAV</u></p> <ul style="list-style-type: none"> <li>Okan Kara, EUREKA High Level Representative, Scientific &amp; Technological Research Council of Turkey (TUBITAK)</li> <li>Hasan Mandal, Professor, Director of Research and Graduate Policies, Sabancı University</li> <li>Arzu İhan Babaoğlu, General Manager, Hewlett Packard Turkey</li> </ul>
12h30-13h30	<b>Lunch</b>
13h30 – 14h30	<p><b>IP and Investment</b></p> <p>Overview of Turkish investment climate &amp; potential; importance of innovation in attracting new investment; importance of IP laws, regulations and enforcement in attracting new investment.</p> <p><u>Moderator: Süreyya Serdengeçti, Former Governor of Turkish Central Bank, Founding Director of TEPAV Stability Institute</u></p> <ul style="list-style-type: none"> <li>Göktekin Dinçerler, President, TOBB Venture Capital Assembly</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Dr. Cemil İnan, R&amp;D Director, Arçelik Inc.</i></li> <li>• <i>Mr. Tuncay Teksöz, Health Policy Coordinator, Pfizer Turkey</i></li> <li>• <i>Prof. Bojan Pretnar, Founding Member WIPO Policy Advisory Commission</i></li> </ul>
14h30 – 16h00	<p><b>The Impact of IPR Infringement on Innovation &amp; Investment/How IPR Improvements Can Help Turkey Become an Innovation Leader</b></p> <p>Presentation of BASCAP's study on the economic impact of infringement of copyrights and trademarks in Turkey and white paper outlining how Turkey can develop a superior IPR environment and become an innovation leader.</p> <p><u>Moderator: Kaan Dericioğlu, President, President of Turkish Patent and Trademark Representatives Assembly</u></p> <ul style="list-style-type: none"> <li>• <i>Tansu Akın, Mercedes Benz Türk A.Ş. Hukuk Müşaviri</i></li> <li>• <i>Mesut Cem Erkul, Kültür ve Turizm Bakanlığı, Telif Hakları ve Sinema Genel Müdür Yardımcısı</i></li> <li>• <i>Hülya Erbay, Gümrük ve Ticaret Bakanlığı, Gümrükler Genel Müdürlüğü, İhracat ve Denetim Raporları Dairesi Başkanı</i></li> <li>• <i>Jeffrey P. Hardy, ICC BASCAP Direktörü</i></li> <li>• <i>Saruhan Kızılay, İçişleri Bakanlığı, Emniyet Genel Müdürlüğü, 3. Sınıf Emniyet Müdürü</i></li> <li>• <i>Kadri Yavuz Özbay, Türk Patent Enstitüsü Yerleşik Eşleştirme Eş Uzmanı</i></li> </ul>