

Making IP work for developing countries

*Views from
intellectual
property
creators in
Africa, Asia,
and Latin
America*



Speaker Biographies

Peter Siemsen

Senior Partner, Danneman, Siemsen, Ipanema, Moreira and Vice Chair of the ICC Commission on Intellectual Property (Brazil)

Lawyer, graduated at the University of the State of Rio de Janeiro; Industrial Property Agent;

Member: OAB/RJ/SP (Brazilian Bar); IAB (Instituto dos Advogados Brasileiros);

Vice Chair of the ICC (International Chamber of Commerce) Commission on Intellectual Property; Member of the Board of Directors of AMCHAM (American Chamber of Commerce)

Member, Member of Honour, President of Honour and former President of numerous national and intellectual property associations, including ABPI (Associação Brasileira da Propriedade Intelectual), ASIPI (Asociación Interamericana de la Propiedad Industrial), ABAPI (Associação Brasileira dos Agentes da Propriedade Industrial), AIPPI (Association Internationale pour la Protection de la Propriété Industrielle), FICPI (International Federation of Industrial Property Attorneys); Member: ECTA (European Communities Trade Mark Association), MARQUES (The Association of European Trade Mark Owners), GRUR (Deutsche Vereinigung fuer Gewerblichen Rechtsschutz und Urheberrecht), ITMA (Institute of Trade Mark Attorneys), INTA (International Trademark Association), AIPLA (American Intellectual Property Law Association), ATRIP (International Association for the Advancement of Teaching and Research in Intellectual Property), and others.

Panelist of the Arbitration and Mediation Center of WIPO (World Intellectual Property Organization) and Member of the Court of Arbitration and Mediation of the IOC (International Olympic Committee).

Denise Naimara s. Tavares

Information, Technology and Intellectual Property Manager, Companhia Vale do Rio Doce, mining, logistics and energy (Brazil)

After graduating from Business Administration, Denise took a post-graduate and a specialization course on Intellectual Property and Copyright. Later, she became an Intellectual Property Agent acknowledged by Brazil's Instituto Nacional de Propriedade Intelectual (Intellectual Property National Institute). Presently, she is working at CVRD (Companhia Vale do Rio Doce) and since 1990 she has contributed her expertise to the group (comprising 32 CVRD affiliated companies) as an Information, Technology and Intellectual Property Manager.

Companhia Vale do Rio Doce has experienced rapid growth over the last few years. In 2004, the Company consolidated its position among the largest diversified mining companies in the world, through a strong presence in global markets and its many companies and mineral business activities on five continents.

Laura Tesoreiro

Chairman of EPSA Music, independent record label specializing in tango and folk music (Argentina)

- Bachelor of Marketing (UCES), PDG (Catholic University of Argentina), Prog for the Americas (Sloan MIT).
 - Chairman of EPSA MUSIC, Argentinean Record Label specialized in tango and folklore repertoire as well as EPSA ELECTRICAL PRODUCTS.
 - Member of CAPIF (Argentinean Chamber of the Phonographic Industry) and IODRA (international Association for all optical disc manufacturers).
 - Grammy and Gardel Awards winner.
 - Artists released by EPSA MUSIC: Juan Falú, Liliana Herrero, Juanjo Domínguez, Cacho Castaña, Orquesta El Arranque, Gerardo Gandini, Sexteto Mayor, Raúl Barboza, Eduardo Falú, Atahualpa Yupanqui, Melania Perez, Alfredo Abalos, Adolfo Abalos, María Graña, Guillermo Fernandez, Estela Raval, Leopoldo Federico, etc.
 - Distributor of "Putumayo World Music"
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Peter Bloch

Chief Operating Officer, Light Years IP
(non-profit organisation helping developing countries use the intellectual property system to alleviate poverty through trade)

Peter Bloch is a business strategist with over twenty-five years experience in all aspects of startup, management and strategic planning for media companies exporting to world IP markets.

He worked as an account executive at J. Walter Thompson in London and was engaged in the management of several major UK brands. In 1967 he founded what became the largest licensor of American independent film to European countries. He was subsequently appointed a Governor of the London International Film School.

From 1982 through 2000 he specialized in working with media technology companies as strategic planning consultant, CEO or COO. His responsibilities included the management of production teams developing innovative educational applications for clients including IBM, Sony, McGraw Hill and for institutions such as the Library of Congress and the J. Paul Getty Museum. His innovative multimedia productions have won many industry awards, including two Clios. He has been a frequent speaker at industry conferences and was appointed to the Advisory Panel of the Apple/AFI Computer Lab.

Since joining Light Years IP in 2000, Peter's responsibilities as Chief Operating Officer have included all aspects of IP business analysis, project management and operations. Light Years IP is a not for profit association of experienced intellectual property exporters and business analysts, adapting modern IP marketing, asset management and licensing techniques to help developing and Least Developed Countries ("LDCs") to increase export income.

Mohammed Ramzy

Chief Executive of El Nasr Film Company and
Vice President of the Egyptian Chamber of
Cinema Industry (Egypt)

- Accountant – Faculty of Commerce – Cairo University 1977
- Director General of El Nasr Film Co.
- Vice President – Egyptian Chamber of Cinema (1990-2005)
- Member of Egyptian Cinema Syndicate
- Producer and Distributor – since 1987
- Produced more than two hundred Egyptian films
- Member of Federation of Egyptian Industry
- Chairman of: Al Masreen, Al Cinemaeen & Shoa companies (owners of 40 cinemas and theatres)

V P Venugopal

Director of International Operations,
Medicines for Malaria Venture (India)

Dr. P. V. Venugopal, a national of India, is currently Director of International Operations at Medicines for Malaria Venture (MMV). He took up this post in April 2001. His previous experience includes twenty years working for the Government of India and ten years as Executive Director in charge of International Operations at Dr Reddy's Laboratories Ltd.

MMV's mission is to 'discover, develop & deliver' new and effective medicines to fight malaria in the world. Venugopal's responsibilities in MMV include establishing partnerships with pharmaceutical companies worldwide, management of IPR, creating partnerships to ensure 'delivery', networking with WHO and other organizations and Governments, and assisting the CEO in fundraising, and widening of MMV's stakeholder base.

Dr. Venugopal has been active in the field of Intellectual Property Rights, with particular reference to Pharmaceuticals. He is a Founding Member of the Governing Council of the Institute of Intellectual Property Development (India). He has previously spoken in India and abroad at events of the World Intellectual Property Organization, the European Patent Office, the National Institute of Industrial Property (INPI) Brazil, Wellcome Trust, Bellagio Centre (Rockefeller Foundation), and the Patent Offices of the United Kingdom and the United States of America.

Dr. Venugopal has a BSc in Physics from the University of Kerala, a BE (Elec. Engg) from the Indian Institute of Science, Bangalore, and a Ph D from Moscow State University.
