



**Corporate
Social Responsibility**
Adapt - Adopt - Improve CSR in
Vietnamese SME

VOCI



INVITATION TO THE
**CSR CALENDAR FORUM ON
INTELLECTUAL PROPERTY RIGHTS (IPR)**
Protecting IPR – Improving Image- Improving Business

How company should protect their brand?

*4th April 2012, 08.00 am – 12.15 pm
Hanoi Hotel, D8 Giang Vo Street, Hanoi*

*6th April 2012, 08.00 am – 12.15 pm
Palace Hotel - 56-66 Nguyen Hue St, Dist.1, Ho Chi Minh City*

What does the term “Intellectual Property” remind you of? Patents, industrial designs, trademarks or geographical indications? How about branding? Does it mean simply logo, slogan or trademark?

Imagine that you are a business owner producing a typical product. You have your own famous design and trademarks which attract a lot of customers. Then your competitors copy your product and sell with cheaper price. Do you think you’re your customers will buy this fake product? If Yes, how do you protect brand?

In line with the ceremony of 10 years of the World Intellectual Property Day - April 26, We would like to invite you to CSR calendar forum on IPR where we can discuss those raising issues and legal framework of IPR.



Beside the keynote speech delivered by Mr. Nguyen Van Bay, National Office of Intellectual Property of Vietnam (NOIP), we also invited company representatives to share their experience in protecting company brand. With the participation of multi-stakeholders, we hope the results from the forum will meet your expectations.



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AGENDA FOR CSR CALENDAR FORUM ON FAIR OPERATING PRACTICES (Intellectual Property Rights) in Hanoi and HCMC

Time	Program	Speakers
8h-8h30	Registration	
8h30-9h	Opening speeches	- Mr. Nguyen Quang Vinh, Director of the Office for Business Sustainable Development (SDforB), VCCI - Mr. Ta Quang Minh, Head of NOIP
9h-9h15	Introduction of CSR project and key issues of fair operating practices	Mr. Florian Beranek, Chief Technical Advisor, CSR Project
9h15-10h	Keynote on why and how companies should protect their IPR	Mr. Nguyen Van Bay, Head of Research and Training Center
10h-10h15	What you get from certification of IPR for products?	Mr. Tran Quang Hung, Deputy General Secretary of Vietnam Electronic Industries Association
10h15-10h30	Coffee break	
10h30-11h	Sharing experiences in protecting company brand	Company representative (2-3 companies)
11h-12h	Open discussion: Challenges and solutions to protecting IPR	Moderated by NOIP expert and project team
12h-12h15	Wrap-up and closing	Project team
12h15-13h30	Lunch	All participants