

Bocconi

International Seminar **Promoting EU Competitiveness** The Role of Trade and Intellectual Property

6 March 2009 Aula Maggiore 2:00-6:00pm

Welcome Address

Laurent Manderieux Università Bocconi



Università Commerciale
Luigi Bocconi
Undergraduate School

Via Sarfatti, 25
20136 Milano

Session 1: Setting the Scene

Chairman: **Giorgio Sacerdoti** Member of the
Appellate Body, WTO, and Università Bocconi

International Trade Rules: The Role of the EU in the Current Financial Crisis

Giorgio Sacerdoti

The Role of EU Member States in International Economic Relations: The Results of the French Presidency

Jean-Michel Despax Consul General
of France in Milan

Session 2: Promoting a Business-Friendly Trade Environment

Chairman: **Laurent Manderieux**

Promoting and Defending IPRs in Trade Negotiations and Relations: The Role and Activities of the European Commission

Denis Dambois European Commission, Brussels

How Can Italian and European Companies Better Promote Their IPRs in the Framework of the External Trade Policy of the EU?

Francesco Macchetta President,
Association of Patent & Trademark Attorneys
in Italian Industry (AICIPI), Milan

Roundtable: Towards Closer Cooperation between Public Authorities and Industry for Promoting IPRs in Trade Environment

Pier Giovanni Giannesi Director Industrial
Property Department, Pirelli, President,
Confindustria IP Working Group, **Angela
Lupone** Department Director Milan State
University, **Francesco Macchetta**, **Laurent
Manderieux**

Scientific Committee
Angela Lupone
Laurent Manderieux
Giorgio Sacerdoti
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