



Workshop Summary

Date : 24/05/2013 & 25/05/2013
Time : 09:30 am - 02:00 pm
Venue : Conference Hall
Name of the Speaker : Dr. A. M. Bisen
Designation : Director
Organization : MATS University
Topic of the guest lecture : Workshop on Current Emerging Trends in IPR

Summary: Two days (24/05/2013 & 25/05/2013) Workshop on “**Current Emerging Trends in IPR**” was organized in MATS University, Arang, Raipur. Audiences of the lecture were Head of Department and faculty members of MSEIT. The lecture was delivered by Dr. A. M. Bisen, Director, MATS University, Arang, Raipur, on “Current Emerging Trends in IPR”. Through this lecture he focused on the following topics: International Tech Transfer, International Branding Strategy, Emerging IP Laws and the road ahead, Managing and unearthing your IP to gain competitive advantage. He further said that current developments and trends in the field of IP are confronting Arab countries, as many other developing countries, with a number of difficult challenges and choices. Most Arab countries are not well prepared to deal with them as a narrow perspective on IP protection has prevailed in the Arab world in past years. It is time for Arab countries to move beyond such a narrow perspective towards a more development-oriented one that integrates IP in the wider development policies. Before adopting new IP rules or adhering to new international instruments on IP, Arab countries should vigilantly assess their costs and benefits, and ensure that the benefits outweigh the costs, in particular the social cost in relation to other important public policy objectives such as the protection of public health, promoting access to knowledge or protecting the bio-diversity. Although the current and prospective Free Trade Agreements (FTAs) with which Arab countries are faced will most likely entail Trade Related Aspects Intellectual Property Agreement (TRIPS) plus obligations, they might represent a valuable opportunity for many Arab countries to “awake” to the global deliberate about the cost and benefits of IPRs, particularly for developing countries, that has “shaken” the international community in past years.. Last few minutes were given for Question and Answer session.