



The Importance of Intellectual Property Protection for International Trade and Investment and Doing Business with Egypt

Conference under the auspices and with the participation of

H.E. Ms. Doris Leuthard
Swiss Minister of Economy

and

H.E. Mr. Rachid Mohamed Rachid
Egyptian Minister of Trade and Industry

Monday 19 October 2009
Bernerhof, Bundesgasse 3, Bern
("Leuchtersaal" and "Bankettsaal")

Objectives of the Conference

The objectives of the conference are:

- 1) To promote business partnerships between Swiss and Egyptian enterprises by presenting to the Swiss private sector opportunities for making business with Egypt, and through providing a matchmaking platform for representatives of companies from both countries to meet.
- 2) To develop a mutual understanding on aspects that are of key importance in implementing successful co-operations, such as protection of Intellectual Property Rights and efficient customs processing.

Why Egypt?

With a population of approximately 75 million, Egypt is by far the most populous country and has the fourth largest economy in the Arab world. It is located in the heart of the Middle East and at the crossroads of trade routes between Europe, Africa, Middle East and Asia. Its own large market, its good access to the markets of the surrounding countries, its abundance of natural resources and the availability of competitive human resources make Egypt an attractive business partner.

Under the comprehensive economic reforms that started in the 1990's, Egypt has relaxed price controls, reduced subsidies, reduced inflation, cut taxes, and liberalized trade and investment. A process of public sector reform and privatization has begun to enhance opportunities for the private sector. Agriculture, mainly in private hands, has been largely deregulated. Egypt has a stable economy and is enjoying continuous growth, averaging 4 – 5% in the past quarter of a century. The financial sector has escaped the negative effects of the international crisis so far. This can be attributed to improved banking supervision, conservative lending practices, and the central bank recently guaranteeing all bank deposits.

Warm weather, plentiful water and rich soils permit several crops a year. Land is worked intensively and yields are high. Cotton, rice, wheat, corn, sugarcane, sugar beets, onions, and beans are among the principal crops. Increasingly modern techniques are applied to producing and processing fruits, vegetables and flowers, in addition to cotton, for export.

Interesting opportunities for Swiss companies in making business with Egypt exist in a variety of industrial sectors. Particularly interesting among them are the agricultural product, food processing and textile sectors.

This conference offers a unique opportunity for Swiss companies to learn more about such business opportunities and meet potential business partners from Egypt.

Program of the Conference – Part 1
The Importance of Intellectual Property Protection for International Trade and Investment

08.45-09.20	Registration and Coffee
09.20-09.30	Opening by Chair
09.30-09.45	Keynote Speech by H.E. Mrs. Doris Leuthard , Federal Councillor, Vice President of the Federal Council, Head of the Federal Department of Economic Affairs
09.45-10.00	Keynote Speech by H.E. Mr. Rachid Mohamed Rachid , Minister of Trade and Industry
10.00-10.20	Swiss Patent Law Reform – Calling Card for the Power of Innovation Prof. Felix Addor, Deputy Director General, Swiss Federal Institute of Intellectual Property, Federal Department of Justice and Police
10.20-10.40	Intellectual Property Enforcement by Swiss Customs Karin Märki, Swiss Federal Customs Administration, Federal Department of Finance
10.40-11.10	Coffee break
11.10-11.40	The International IP-Strategy of Nestlé with a Special Focus on Egypt Jean-Pierre Maeder, Vice-Director Nestec AG, Group Head of Trademarks, Nestlé, Switzerland and Omar Shteiwi, Country Manager, Nestlé, Switzerland
11.40-12.20	The Importance of National IPR Protection for the Decision-making of Multinational Companies The experience of Novartis Peter Thomsen, Manager Global IP Litigation & Transactions, Novartis International, Switzerland The experience of Syngenta Dr. Joachim Hofmann, LL.M, Senior Trademark Attorney, Syngenta, Switzerland
12.20-12.30	Closing remarks by Chair



Program of the Conference – Part 2
Doing Business with Egypt

12.30-13.30	Standing lunch and networking in the “marketplace”
13.30-13.50	Updating - Developments in the Business Environment of Egypt By Egyptian delegate
13.50-14.10	Business Opportunities for Trade and Investment in the Textile Sector By Egyptian delegate
14.10-14.30	Business Opportunities for Trade and Investment in the Agriculture and Food Processing Sectors By Egyptian delegate
14.30-15.00	Short presentations of companies by the Egyptian delegation
15.00-15.30	Coffee break and networking in the “marketplace”
15.30-16.30	Short presentations of companies by the Egyptian delegation – continued Discussion / Questions and Answers and closing remarks
16.30-17.00	Networking in the “marketplace”

News about the conference and a daily updated program will be available under www.dias-management.ch



Registration

Participation is free of charge. Participation requires an advance written registration. For registering please fill-in the registration form below and sent it by:

- Fax to: ++41 56 204 9427, or
- Email to: george.malcotsis@dias-management.ch , or
- By post to: DIAS Management, Oberstadtstrasse 10A, 5400 Baden

Registration Form	
Family Name:.....	Given Name:.....
Organization /Company.....	
Street Address:.....	
Postal Code / City / Country.....	
Telephone:	E-mail:.....
Fax:.....	
Date:	

For any further information please contact George Malcotsis, george.malcotsis@dias-management.ch

Additional information:

- It is expected that about 20 entrepreneurs from Egypt will be present. These will be representing a variety of industrial sectors of the Egyptian economy, and primarily agricultural production, food processing and textile industries.
- Adjacent to the conference room there will be a hall where the networking coffee breaks and standing lunch will take place (the “marketplace”).
- Swiss and Egyptian enterprises participating at the conference may request to have a table in the “marketplace” in order to exhibit their documentation or any products. A request for a table shall be sent to the organizers together with the registration form.
- The conference facility will provide for space where entrepreneurs may retreat and conduct individual discussions.



Schweizerische Eidgenossenschaft
Confédération suisse
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