



**UPOV**



**MAFF**  
Ministry of Agriculture, Forestry and Fisheries

**National Seminar on  
Opportunities/Challenges in Commercialization of New Plant Varieties  
Ho Chi Minh City, Viet Nam**

**DRAFT AGENDA**

**August 24, 2017**

Venue: Bong Sen Hotel - Meeting room: Golden Lotus Floor 11th

Address: 121 Dong Khoi Street, Ben Nghe Ward, 1 District Ho Chi Minh city

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| <b>7:30-8:00</b>   | <b>Registration</b>  |
| <b>8:00 – 8:15</b> | <b>Introductory Remarks</b><br><br><i>Mr. Nguyen Thanh Minh, Director, Plant Variety Protection Office, Ministry of Agriculture And Rural Development (MARD), Viet Nam</i><br><br><i>Mr. Peter Button, Vice Secretary -General, UPOV</i><br><br><i>Ms. Elaine Wu, Office of Policy and International Affairs (OPIA), USPTO</i>   |
| <b>8:15– 8:45</b>  | <b>Introduction to UPOV/ the Role of PVP in Technology Transfer and the Commercialization of New Plant Varieties</b><br><br><i>UPOV - Mr. Tomochika Motomura, Technical/Regional Officer (Asia)</i>  |
| <b>8:45– 9:45</b>  | <b>Role of Government in IP Commercialization:</b> experts will talk about how governments can help small companies commercialize their new plant varieties through various assistance and incentive programs.<br><br><i>Viet Nam –Mr. Nguyen Thanh Minh, Director, Viet Nam Plant Variety Protection Office, MARD</i><br><br><i>U.S.A – Ms. Ms. Kitisri Sukhapinda, Ms. Elaine Wu, OPIA, USPTO</i><br><br><i>Japan – Mr. Atsuhiko Meno, Senior Advisor, IP division, MAFF</i> |

- 9:45– 10:45**                    **Role of the University/Government Technology Transfer Office**  
*U.S. - University of California at Davis – Ms. Monica Alandete, Ph.D.,  
Director Analysis & Education, PIPRA /University of California Davis*  
*Japan - Dr.Sakai, Director, Agri-Food Business Innovation Center, NARO*
- 10:45-11:15**                    **Experience of national seed association and plant breeders’  
associations**  
*Seed Association of the Americas (SAA) – Mr. Diego Risso*
- 11:15-11:45**                    **How to use PVP to commercialize New Plant Varieties**  
*Royalty Administration International - Mr. Kees Winter, Field  
Representative for Asia, East Africa and North-west Europe.*
- 11:45-12:15**                    **Q&A**
- 12:15-13:35**                    **Lunch (arrange by VN’s side)**
- 13:45-15:15**                    **“Success Stories”:** speakers will discuss the opportunities and  
challenges they have faced in successfully commercializing  
protected plant varieties.  
*Viet Nam - Ms. Tran Thi Thu Ha, Assoc. Prof, Thai Nguyen University of  
Agriculture and Forestry*  
*Peru – Sara Quinteros, INDECOPI*  
*Kenya - Ms. Chelangat Tonui, Head, PVPO Nakuru, Kenya Plant Health  
Inspectorate Service (KEPHIS)*
- 15:15 – 16.00**                    **Q&A**
- 16:00-16:15**                    **Closing Remark**  
*Mr. Tran Xuan Dinh - Vice Director General of DCP, Viet Nam*  
*Mr. Peter Button, Vice Secretary -General, UPOV*  
*Ms. Elaine Wu, Office of Policy and International Affairs (OPIA), USPTO*