



WIPO/Norcode  
Advanced Training Programme on

# **MANAGEMENT OF COPYRIGHT AND RELATED RIGHTS IN THE GLOBAL ECONOMY**

Clarion Hotel Royal Christiania  
Biskop Gunnerusgate 3, Oslo  
Norway 2–19 June 2009

## PROGRAMME



**NORCODE**  
The Norwegian Copyright  
Development Association

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Supported by  
Norwegian Ministry of Foreign Affairs, the Norwegian  
Agency for Development Cooperation (Norad) and the  
Norwegian Ministry of Culture and Church Affairs

## Monday, June 1 (Public Holiday)

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Arrival in Oslo

## Tuesday, June 2

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- 09.15-09.45 **Opening Ceremony**  
\* Rep. of the Norwegian Government: Petter Ølberg, Deputy Director General from the Department for Culture, Public Diplomacy and Protocol, The Ministry of Foreign Affairs  
\* Rep. of World Intellectual Property Organization: Ms. Gao Hang, Deputy Dean and Head of the WIPO Academy  
\* Rep. of Norcode: Mr. John-Willy Rudolph, Chairman of the Norcode Board of Directors,
- 09.45-10.45 **Presentation of the Participants**  
Moderator: Ms. Ragna Sofie Grung Moe
- 10.45-11.00 Tea/Coffee break
- 11.00-11.45 **General Introduction to the Training Programme** by Mr. John-Willy Rudolph, Prof. Ole-Andreas Rognstad and Mr. Helge Sønneland
- 11.45-12.15 **Practical Introduction to the Programme** by Ms. Ragna Sofie Grung Moe  
KEYNOTE SPEECHES:
- 12.15-13.00 **Rights-based Development**  
Speaker: Prof. Helge Rønning
- 13.00-14.00 Lunch
- 14.00-15.00 **Intellectual Property Rights and Human Rights**  
Speaker: Dr. Hans Morten Haugen
- 15.00-16.00 **Copyright in the Digital Environment**  
Speaker: Prof. Jon Bing
- 19.00 Walk from the hotel
- 19.15- **Buffet Reception** at the Opera house hosted by WIPO & Norcode

## Wednesday, June 3

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- 09.00-10.30 TOPIC 1  
**The World Intellectual Property Organization (WIPO): Origins, Activities and New Challenges**  
Speaker: Ms. Gao Hang
- 10.30-10.45 Tea/Coffee break
- 10.45-12.00 TOPIC 2  
**The Cultural and Economic Importance of Copyright and Related Rights: Intellectual Property in the Information Age**  
Speaker: Ms. Gao Hang
- 12.00-13.00 **Country Reports and Project Themes** by Participants.  
Moderator: John-Willy Rudolph
- 13.00-14.00 Lunch
- 14.00-15.45 **Country Reports etc. continues**
- 15.45-16.00 Tea/Coffee break
- 16.00-17.30 **Country Reports etc. continues**
- 18.00-19.30 Voluntary Practical Training:  
**Use of computers and computer presentations**

## Thursday, June 4

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- 09.00-10.30 TOPIC 3  
**Copyright and New Technologies: How can Developing Countries contribute to Increased Technological Transfer from Developed Countries by Strengthening Copyright Protection?**  
Speaker: Ms. Gao Hang
- 10.30-10.45 Tea/Coffee break
- 10.45-11.45 TOPIC 4  
**WIPO's Norm-Setting Activities: Recent Developments in the Law of Copyright and Related Rights: Presentation of WIPO-administered Conventions, especially in the Field of Copyright and Related Rights.**  
Speaker: Mr. Jørgen Blomqvist
- 11.45-13.00 TOPIC 5  
**WTO/TRIPs and its impact on International Copyright and Related Rights**  
Speaker: Mr. Jørgen Blomqvist
- 13.00-14.00 Lunch
- 14.30-15.45 **Country Reports etc. continues**
- 15.45-16.00 Tea/Coffee break
- 16.00-17.15 **Country Reports etc. continues**
- 18.00-19.30 Voluntary Practical Training:  
**Use of computers and computer presentations**

## Friday, June 5

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- 09.00-10.30 **Country Reports etc. continues**
- 10.30-10.45 Tea/Coffee break
- 10.45-11.30 **Country Reports etc. continues**
- 11.30-13.00 TOPIC 6  
**Copyright Protection at the Regional Level: The European Union and the Nordic countries**  
Speaker: Mr. Helge Sønneland
- 13.00-14.00 Lunch
- 14.15-15.45 TOPIC 7  
**The Copyright System in Norway. Introduction to the Copyright Act**  
Speaker: Mr. Bengt Hermansen
- 15.45-16.00 Tea/Coffee break
- 16.00-17.00 TOPIC 8  
**Technological Development and Consumers' Interests in the Field of Copyright and Related Rights**  
Speaker: Mr. Hans Marius Graasvold (The Consumer Council of Norway)

## Saturday, June 6

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- 12.00-13.00 Tour to **The Opera House**
- 15.30 Walk from the hotel to Garden Party
- 16.00- **Garden Party**

## Sunday, June 7

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- 06.00 Walk from the hotel to the train station
- 06.35-22.36 **Norway in a Nutshell**  
By train and boat to the fjords of the Norwegian West Coast

## Monday, June 8

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- 08.30 Walk from the hotel  
08.45-11.00 **Visit to the Royal Norwegian Ministry of Culture and Church Affairs**  
TOPIC 9  
**The Legislative Process and Copyright as Part of the Cultural Policy of Norway**  
Speaker: Mr. Bengt Hermansen  
11.15-12.45 **Visit to the Parliament (Stortinget) and meeting with Members of the Cultural Affairs Committee**  
13.00-14.00 Lunch  
14.00-14.45 TOPIC 10  
**Exclusive rights to Exploitation of Works and Related Subject Matters**  
Speaker: Prof. Ole-Andreas Rognstad  
14.45-15.45 TOPIC 11  
**Exceptions and Limitations: Balancing the Interests of Users and Rights Holders**  
Speaker: Mr. Bengt Hermansen  
15.45-16.00 Tea/Coffee break  
16.00-16.45 TOPIC 12  
**Individual Exercise of Copyright and Related Rights**  
Speaker: Prof. Ole-Andreas Rognstad

## Tuesday, 9 June

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- 09.00-10.30 TOPIC 13  
**Model Contracts Negotiated between Creators and Publishers: An Example**  
(The Model Contract between the Norwegian Publishers Association and the Norwegian Non-Fiction Writers and Translators Association)  
Speaker: Mr. Trond Andreassen  
10.30-10.45 Tea/Coffee Break  
10.45-12.00 TOPIC 14  
**Collective Management of Copyright and Related Rights: Global, Organizational, Legal and Administrative Issues**  
Speaker: Mr. Bengt Hermansen  
12.00-13.00 TOPIC 15  
**Dispute Resolution and Enforcement in the Context of Individual Exercise and of Collective Management of Rights**  
Speaker: Ms. Astri M. Lund  
13.00-14.00 Lunch  
14.00-15.00 TOPIC 16  
**Collective Management in a Digital Environment**  
Speaker: Mrs. Tarja Koskinen Olsson  
15.00-15.15 Tea/Coffee break  
15.15-16.15 TOPIC 17  
**Copyright and E-commerce**  
Speaker: Mrs. Tarja Koskinen Olsson  
18.00-19.30 Voluntary Practical Training:  
**Use of computers and computer presentations**

## Wednesday, June 10

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- 09.00-10.30 TOPIC 18  
**Code of Conduct and Good Governance for CMOs**  
Ms. Tarja Koskinen Olsson  
10.30-10.45 Tea/Coffee break  
10.45-13.00 TOPIC 19  
**Case Studies, Preparation and Presentation**  
Ms. Tarja Koskinen Olsson  
13.00-14.00 Lunch  
14.00-15.00 TOPIC 19 continues  
15.00-15.15 Tea/Coffee Break  
15.15-17.00 TOPIC 19 continues

## Thursday, June 11

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- 09.00-10.30 TOPIC 20  
**Legal Protection of Traditional Cultural Expressions**  
Speaker: Ms. Constance Ursin  
10.30-10.45 Tea/Coffee Break  
10.45-11.45 TOPIC 21  
**Preservation of and Access to Cultural Heritage**  
Speaker: Mr. Helge Sønneland  
12.00-13.00 TOPIC 22:  
**Supplementary Remuneration Schemes for Creators and Performers in Norway**  
Speaker: Mr. Helge Sønneland  
13.00-14.00 Lunch  
14.15 Walk from hotel to TONO  
14.30-15.15 TOPIC 23: **Introduction to the Norwegian Collective Management Organisations**  
Speaker: Mr. John-Willy Rudolph  
15.15-16.00 TOPIC 24: **Collective Management of Music Performing Rights**  
Visit to TONO. Host: Mr. Cato Strøm  
16.00-16.15 Tea/Coffee break  
16.15-17.00 TOPIC 24 continues

## Friday, June 12

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- 08.45 Walk from the hotel to GRAMO  
9.00-10.30 TOPIC 25: **Collective Management of Rights of Performing Artists and Producers in Regard of Sound Recording**  
Visit to GRAMO: Host: Mr. Martin Grøndahl  
10.45-11.00 Tea/Coffee break  
11.00-12.30 TOPIC 26  
**Collective Management of Reprographic Rights – an International Perspective**  
Speaker: Mr. Olav Stokkmo, CEO, IFRRO  
12.30-13.30 Lunch  
13.30-15.30 TOPIC 27  
**Collective Management of Reprographic and Similar Rights**  
Visit to Kopinor. Host: Mr. Yngve Slettholm  
15.30-15.45 Tea/Coffee break  
15.45-17.00 TOPIC 27 continues

## Saturday, 13 June

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- 13.00-15.00 **Cruise on the Oslo fjord**

## Sunday, 14 June

No programme

## Monday 15 June

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- 08.45 Walk from the hotel to Norwaco  
09.00-10.00 TOPIC 28  
**Collective Management of Cable Retransmission Rights**  
NORWACO
- 10.00-10.45 TOPIC 29  
**Collective Management of Private Copying Remuneration**  
Host: Ms. Cathrine Nagell, NORWACO
- 10.45-11.00 Tea/Coffee break  
11.00-13.00 TOPIC 30  
**Collective Management of the Rights of Visual Artists**  
Mr. Harald Holter, BONO
- 13.00-14.00 Lunch  
14.00-15.00 TOPIC 31  
**Management of the Public Lending Right in Norway and Europe.**  
Speaker: Mr. Trond Andreassen
- 15.00-15.15 Tea/Coffee break  
15.15-17.00 TOPIC 32  
**Project Management**  
Speaker: Ms. Ragna Sofie Grung Moe

## Tuesday June 16

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- 09.00-10.45 TOPIC 33  
**International Aspects of Collective Management of the Rights of Composers and Visual Artists**  
Speaker: Mr. Eric Baptiste, CISAC (Paris)
- 10.45-11.00 Tea/Coffee break  
11.00-12.45 TOPIC 34  
**The Mission of the Association of European Performers' Organizations – a Regional Perspective**  
Speaker: Ms Guenaëlle Collet, AEPO-ARTIS,
- 13.00-14.00 Lunch  
14.00-15.00 TOPIC 35  
**Collective Management and Competition Law**  
Speaker: Prof. Ole Andreas Rognstad
- 15.00-15.15 Tea/Coffee break  
15.15-17.30 TOPIC 36  
**Round Table Discussion: Collective Management Societies in Developing Countries, Challenges and Opportunities**  
Moderator: Mr. John-Willy Rudolph

## Wednesday, June 17

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- 09.00-10.30 Topic 37  
**Case Study: Impact of Piracy and Ways of Combating Piracy**  
Speaker: Mr. Graham Hagger, IFPI, (London)
- 10.30-10.45 Tea/Coffee break  
10.45-13.00 TOPIC 37 continues  
13.00-14.00 Lunch  
14.00-16.00 TOPIC 38  
**Communication Training: Involving and Engaging**  
Speaker: Mr. Svenning Vang, Ergo;Ego
- 16.00-16.15 Tea/Coffee break  
16.15-17.00 Topic 38 continues

## Thursday, June 18

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- 09.00-10.30 TOPIC 39  
**Presentation of Projects: Outline and Plan of Activities**  
Moderator: Ms. Ragna Sofie Grung Moe & Ms. Tarja Koskinen Olsson
- 10.30-10.45 Tea/Coffee break  
10.45-13.00 TOPIC 39 continues  
13.00-14.00 Lunch  
14.00-15.15 TOPIC 39 continues  
15.15-15.30 Tea/Coffee break  
15.30-16.30 TOPIC 39 continues  
16.30 -17.30 TOPIC 40  
**The Future of Copyright**  
Speaker: Prof. Bernt Hugenholtz

## Friday, June 19

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- 9.00-10.30 TOPIC 41  
**Promoting Awareness of Copyright and Related Rights**  
Speaker: Ms. Tarja Koskinen Olsson
- 10.30-10.45 Tea/Coffee break  
10.45-13.00 TOPIC 42  
**Participants' Contributions: Lectures by Selected Participants**
- 13.00-14.00 Lunch  
15.00-16.00 TOPIC 42 continues
- 19.00 **Farewell dinner**

## Saturday, June 20

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- 09.00-10.00 TOPIC 43  
**Challenges in the field of copyright**  
Speaker: Mr. Henry Olsson
- 10.00-11.00 TOPIC 44  
**Challenges and Conclusions**  
Round table discussion  
Moderator: Mr. Henry Olsson
- 11.00-11.15 Tea/Coffee break  
11.15-12.30 TOPIC 45  
**Phase III and IV of the Advanced Course**  
Speaker: Ms. Tarja Koskinen Olsson
- 12.30- 13.30 TOPIC 46  
**Evaluation of the Advanced Course**  
Moderator: Ms. Ragna Sofie Grung Moe
- 13.45-14.15 **Closing Ceremony**

## Sunday June 21

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Departure