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| **workshop** |
| WIPO/IP/CEBS-WEP-PW/GE/23/INF/1 |
| ORIGINAL: English |
| DATE: march 10, 2023 |

**Practical Workshop on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States Region**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the International Labour Organization (ILO),

the International Trade Centre (ITC),

and

the International Trademark Association (INTA)

**Geneva, Switzerland, March 6 to 10, 2023**

PROGRAM

*Document prepared by the International Bureau of WIPO*

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| **Background:** | This Practical Workshop is offered in the context of the WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Local Communities in the Central European and Baltic States Region (the Program).The Program aims to encourage women entrepreneurship, innovation and creativity related to traditional knowledge (TK) and traditional cultural expressions (TCEs), with a specific angle on traditional designs and textiles, by strengthening the capacity of local community women entrepreneurs to make strategic and effective use of intellectual property (IP) tools in support of their entrepreneurial activities. The Program consists of two phases: a training phase (comprising the Practical Workshop, virtual Expert Clinics, and a Booster Practical Workshop later in the year), and a mentoring and matchmaking phase for the duration of 2023. |
| **Objectives:** | The objectives of the Practical Workshop are to provide the opportunity for participants to:* acquire basic knowledge of the main principles, systems and tools of the IP system and how they relate to local communities, emphasizing both the potential value that IP could bring in support of TK and TCEs protection, as well as the challenges;
* network amongst themselves and share experiences and ideas with the use of IP tools to protect and promote TK and TCEs, and;
* further develop their projects and businesses based on traditional textiles and designs.
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**Monday, March 6, 2023**

9.30 – 10.00 **Introduction**

Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO), Geneva

**Welcome Address by:**

Ms. Lisa Jorgenson, Deputy Director General, Patents and Technology Sector, WIPO, Geneva

**Remarks by:**

Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), Regional and National Development Sector, WIPO, Geneva

Ms. Marion Heathcote, Representative, International Trademark Association (INTA); Principal, Davies Collison Cave Pty, Sydney, Australia

10.00 – 10.15 **Overview of Program and Practical Arrangements**

Ms. Virag Halgand, Head, Section for Central European and Baltic States and Mediterranean Countries, Division for Transition and Developed Countries (TDC), Regional and National Development Sector, WIPO, Geneva

Ms. Daphne Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

Ms. Anastassia Nikolova, Young Expert, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

10.15 – 10.30 **Getting to Know One Another**

10.30 – 11.00 **Introduction to Intellectual Property – Part one**

Speakers: Ms. Virag Halgand

Ms. Daphne Zografos Johnsson

Ms. Anastassia Nikolova

11.00 – 11.15 Coffee Break

11.15 – 12.30 **Introduction to Intellectual Property – Part two**

Speakers: Ms. Virag Halgand

Ms. Daphne Zografos Johnsson

Ms. Anastassia Nikolova

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Participants’ Presentations**

Ms. Diana Roșca, Republic of Moldova

Ms. Liubov Drohomyretska, Ukraine

Ms. Fruzsina Arkhely, Hungary

Ms. Lavinia Ghimbasan, Romania

Ms. Radoslava Balabanova, Bulgaria

Ms. Ana Šakić, Bosnia and Herzegovina

Moderator: Ms. Virag Halgand

15.00 – 15.45 **Intellectual Property Group Exercises**

Facilitated by the WEP team

15.45 – 16.00 Coffee Break

16.00 – 16.30 **Introduction to Trade Secrets**

Speaker: Ms. Marion Heathcote

16.30 – 17.30 **Participants’ Presentations**

Ms. Silvija Juozelskytė, Lithuania

Ms. Lucyna Ligocka Kohut, Poland

Ms. Enikő Gerencsér, Hungary

Ms. Armida Alikaj, Albania

Ms. Elene Bulashvili, Georgia

Moderator: Ms. Monica Boța Moisin, Founder, Cultural Intellectual Property Rights Initiative (CIPRI), Oradea, Romania

17.30 – 17.40 **Wrap-up of the Day**

**Tuesday, March 7, 2023**

9.00 – 9.10 **Overview of the Program for the Day**

9.10 – 10.00 **Introduction to Geographical Indications**

Speaker: Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

10.00 – 11.00 **Participants’ Presentations**

Ms. Cristina Dan, Republic of Moldova

Ms. Metka Fortuna, Slovenia

Ms. Slavica Hristova, North Macedonia

Ms. Anastasiia Arhunova, Ukraine

Ms. Vesna Jakić, Croatia

Ms. Slađana Milojević, Serbia

Moderator: Ms. Anastassia Nikolova

11.00 – 11.15 Coffee Break

11.15 – 12.30 **Introduction to Branding: How to Develop, Register and Use a Mark**

Speaker: Ms. Marion Heathcote

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Group Work on Setting a Branding Strategy**

Facilitated by the WEP team

15.00 – 16.00 **Participants’ Presentations**

Ms. Ani Yoveva, Bulgaria

Ms. Flutura Xhabija, Albania

Ms. Anna Halíková, Czech Republic

Ms. Leniie Ibrahimova, Ukraine

Ms. Soňa Stančíková, Slovakia

Moderator: Ms. Monica Boța Moisin

16.00 – 16.15 Coffee Break

16.15 – 17.00 **Partnerships and** **Collaborations**

Speakers: Ms. Marion Heathcote

Ms. Monica Boța Moisin

17.00 – 17.30 **Takeaways on Branding**

Speakers: Ms. Marion Heathcote

Ms. Daphne Zografos Johnsson

17.30 – 17.40 **Wrap-up of the Day**

**Wednesday, March 8, 2023**

9.00 – 9.10 **Overview of the Program for the Day**

9.10 – 10.00 **Copyright and Design in the Traditional Textile Context**

Speaker: Ms. Monica Boța Moisin

10.00 – 10.15 Coffee Break

10.15 – 11.00 **Documentation of Traditional Cultural Expressions (TCEs)**

Speakers: Ms. Daphne Zografos Johnsson

Ms. Monica Boța Moisin

11.00 – 12.00 **Group Work on Documentation of TCEs: Identify and Mitigate Challenges around a Documentation Exercise**

Facilitated by the WEP team

12.00 – 12.30 **Women Leadership and Intellectual Property**

Speaker: Ms. Kristine Schlegelmilch, Senior Advisor, IP and Gender, Office of the Deputy Director General (PTS), Patents and Technology Sector, WIPO, Geneva

12.30 – 14.00 Lunch Break

14.00 – 15.00 **Business Planning Tools for Small Community Enterprises**

Speakers: Ms. Harriet Deacon, Consultant on Intangible Heritage and Intellectual Property Law, Epsom, United Kingdom

Mr. Diego Rinallo, Associate Professor of Marketing, EM Lyon Business School, Lyon, France

15.00 – 15.30 **Group work on Business Planning**

Facilitated by the WEP team

15.30 – 15.45 Coffee Break

15.45 – 16.30 **Thinking of Products and Services: The Roots and Fruits Approach**

Speakers: Ms. Harriet Deacon

Mr. Diego Rinallo

16.30 – 17.30 **Individual Work on the Roots and Fruits Tool**

Facilitators: Ms. Harriet Deacon

Mr. Diego Rinallo

17.30 – 17.40 **Wrap-up of the Day**

**Thursday, March 9, 2023**

9.00 – 9.10 **Overview of the Program for the Day**

9.10 – 9.30 **Takeaways from Previous Day**

Facilitators: Ms. Harriet Deacon

Mr. Diego Rinallo

9.30 –10.30 **Marketing of Cultural Heritage**

Speaker: Mr. Diego Rinallo

10.30 – 10.45 Coffee Break

10.45 – 11.15 **Group Work on Individual and Collective Reputation**

Facilitated by the WEP Team

11.15 – 12.30 **Social Media Strategy**

Speakers: Ms. Anastassia Nikolova

Ms. Leticia Caminero, Consultant, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

12.30 – 14.00 Lunch Break

14.00 – 14.45 **Principles of Heritage-Sensitive Digital Storytelling**

Speakers: Mr. Diego Rinallo

Ms. Harriet Deacon

14.45 – 15.15 **Practical Exercise on Social Media and Digital Storytelling**

Facilitated by the WEP Team

15.15 – 15.30 Coffee Break

15.30 – 16.00 **Group Photo**

16.00 – 16.45 **Practical Exercise (continued) and Discussion**

Facilitated by the WEP Team

16.45 – 17.00 **Protecting your Intellectual Property Assets in the Digital Economy**

Speaker: Ms. Daphne Zografos Johnsson

**Discussion**

17.00 – 17.10 **Wrap-up of the Day**

**Friday, March 10, 2023**

9.00 – 9.10 **Overview of the Program for the Day**

9.10 – 10.30 **Market Access**

Speaker: Mr. Juan Hoyos, Adviser Sustainable and Inclusive Value Chains, International Trade Centre, Geneva

10.30 – 10.45 Coffee Break

10.45 – 11.45 **Market Access Group Work**

Facilitated by the WEP team

11.45 – 12.30 **Project Management Overview**

Speakers: Ms. Anastassia Nikolova

Ms. Leticia Caminero

12.30 – 13.30 Lunch Break

13.30 – 14.00 **Developing your Intellectual Property Strategy: Final Tips and Considerations**

Speakers: Ms. Marion Heathcote

Ms. Daphne Zografos Johnsson

Questions and Answers

14.00 – 16.00 **Parallel Sessions**

**Group Exercises on Project Management Tools**

**One on One Clinics on Intellectual Property Strategy**

Facilitated by the WEP team

16.00 – 16.15 Coffee Break

16.15 – 16.45 **Overview of the Mentoring and Matchmaking Phase**

Ms. Daphne Zografos Johnsson

Ms. Virag Halgand

Ms. Sara Fuentes Maldonado, Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

16.45 – 17.15 **Distribution of Certificates**

Mr. Habip Asan

Mr. Wend Wendland

17.15 – 17.30 **Wrap-up of the Workshop and Closing Remarks**

Mr. Habip Asan

Mr. Wend Wendland

17.30 **Closing of the Workshop**