

World Intellectual Property Organization at the 2023 INTA Annual Meeting

Madrid System Users' Meeting (MSUM)

Date: Wednesday, May 17, 2023 – 9.00 a.m. to 11.00 a.m. (Singapore time)

Venue: Hibiscus Junior Room, Sands Expo and Convention Center, Singapore

9.00 a.m. – 9.05 a.m. **Welcoming Remarks**

Mr. Denis Croze, Director, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO)

9.05 a.m. – 9.20 a.m. **Latest Developments and Update on the Madrid System**

Mr. David Muls, Senior Director, Madrid Registry, Brands and Designs Sector, WIPO

9.20 a.m. – 10.30 a.m. **Creating the future of the Madrid System online experience: eMadrid**

Moderated by Ms. Christine Repond, Brand IP Services Lead, Nestlé;
Chair, INTA Madrid System Subcommittee

Mr. Benoît Apercé, Communications and Information Manager, Madrid Information and Promotion Division, Madrid Registry, Brands and Designs Sector, WIPO

Testimonials of members of the Madrid System Users Group

10.30 a.m. – 11.00 a.m. **Open Discussion on the Better Use and Enhancement of the Madrid System**

Moderated by Mr. Denis Croze, WIPO