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| **VIRTUAL REGIONAL MEETING** |
| WIPO/HIP/GE/1/21/INF/1 Prov.  |
| ORIGINAL:  English |
| DATE:  April 1, 2021 |

**eHIPOC – Virtual Meeting with Heads of Intellectual Property Offices in the Pacific Island Countries on Brands and Trademarks**

*organized by*

*the World Intellectual Property Organization (WIPO)*

**Geneva (Switzerland), April 21 and 22, 2021**

provisional program

*prepared by the International Bureau of WIPO*

*Note: All Times are in Central European Summer Time (CEST). The equivalent date in the participants’ time zone is* ***April 21-22, 2021*** *(except Niue and Cook Island) and the corresponding times are as follows: Palau 7 a.m.; Papua New Guinea 8 a.m.; Micronesia, Solomon Islands, Vanuatu 9 a.m.; Fiji, Kiribati, Marshall Islands, Nauru, Tuvalu 10 a.m.; Tonga, Samoa 11 a.m.; Niue 11 a.m. (April 20-21, 2021); Cook Island 12 noon (April 20-21, 2021).*

Day 1, April 21, Wednesday

Please join the meeting from your computer, tablet or smartphone.
<https://www.gotomeet.me/AndrewMichaelOng/ehipoc-for-pacific-island-countries>

23.30 – 0.00 Opening of the Online Platform (30 minutes prior to start of the meeting to

(April 20) enable participants testing and registration)

0.10 – 0.15 **Opening Remarks by:**

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO)

0.15 – 0.30 **Introductory**

 **Session: Development Cooperation with the Pacific Islands**

Speaker: Mr. Andrew Ong, Director, Division for Asia and the Pacific (ASPAC), WIPO

### 0.30 – 0.50 **Topic 1** **Creating A Competitive Advantage through Brands and Designs**

*The speaker will elaborate on previous discussions on brands and designs with examples of effective trademark and industrial design strategies, tools and elements for creating a competitiveness advantage.*

 Speaker: Mr. Giulio Zanetti, International Expert and Professor, Loyola University, School of Law, Rule of Law for Development Program

0.50 – 1.10 Open Forum for Discussions

1.10 – 1.30 **Topic 2** **Global Success Stories of Brands and Designs**

*The speaker will share stories of branding and design successes that differentiated the business from competition and moved from commodity least-price advantage to value-adding proposition with better margins and prospects for expanding the market locally and internationally.*

 Speaker: Mr. Jacky Charbonneau, International Expert in Marketing/Branding & Value Chain optimization

1.30 – 1.40 Open Forum for Discussions

1.40 – 2.20 **Topic 3** **Creative Session on Branding: Taking Stock of Who You Are and What Products make Your National Identity**

*Participants will reflect and respond to brand identity queries from the experts and engage each other on an interactive creative session.*

Facilitator: Mr. Giulio Zanetti

 Mr. Jacky Charbonneau

 Mr. Mahmoud Esfahani Nejad, Counsellor, ASPAC, WIPO

2.20 – 2:50Synthesis and Country Statements

 Speaker: Mr. Jaewon Bahn, Funds-in-Trust (Republic of Korea) Officer, ASPAC, WIPO

2:50– 3:00 Closing Remarks (Day 1)

 Speaker: Ms. Yaning Zhang, Counsellor and Country Desk Officer for Pacific Island Countries, ASPAC, WIPO

Day 2, April 22, Thursday

Please join the meeting from your computer, tablet or smartphone.
<https://www.gotomeet.me/AndrewMichaelOng/ehipoc-for-pacific-island-countries-day-2>

23.45 – 0.00 Opening of the Online Platform (15 minutes prior to start of the meeting to

(April 21) enable participants testing and registration)

0.00 – 0.15 **Key Note Address on IP and Development by:**

Mr. Hasan Kleib, Deputy Director General, Regional and National Development Sector, WIPO

0.15 – 1.00 Interventions from Countries

###  1.00 – 1.30 **Topic 1** **Overview of the Madrid Protocol for International Registration of Marks**

* The main features of the Madrid System
* The main tasks of being a member of the Madrid System
* Advantages for the trademark holders, the government and the Offices of Contracting Parties

 Speaker: Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

1.30 – 1.40 Open Forum for Discussions

1.40 – 2.20 **Topic 2** **Becoming a Contracting Party to the Madrid Protocol**

* What kind of preparation would be necessary to accede to the Madrid Protocol
* How WIPO may assist countries with their preparations for an accession
* Possible impact of an accession

 Speaker: Ms. Debbie Roenning

2.20 – 2:30Open Forum for Discussions

2:30 – 3:00 **Bonus Topic** **Online Tools and Resources for Trademark Users and IP**

 **Offices**

 Speaker: Mr. Peter Willimott, Officer-in-charge, WIPO

 Singapore Office, WIPO

3:00 – 3:15 Path Forward

 Speaker: Ms. Yaning Zhang

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