



COUNTRY STATEMENT OF ANTIGUA & BARBUDA

Statement on behalf of ANTIGUA & BARBUDA

At the 66th Series of Meetings of the Assemblies of the Member States of
WIPO

World Intellectual Property Organization Headquarters Geneva,
Switzerland

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**STATEMENT FOR THE SIXTY- SIX SERIES OF MEETINGS OF THE
ASSEMBLIES OF MEMBER STATES OF THE WORLD
INTELLECTUAL PROPERTY ORGANIZATION**

Mr. Chair, Antigua and Barbuda extends its appreciation to you for presiding over the General Assemblies of the World Intellectual Property Organization (WIPO). We also wish to align ourselves with the statement delivered by GRULAC on behalf of the Latin American and Caribbean States.

Antigua and Barbuda expresses sincere appreciation to the Director General, Mr. Daren Tang for his leadership, and the World Intellectual Property Organization (WIPO) for their instrumental administrative and technical support. We wish to particularly underscore the colossal value of the Build Back Fund which has resulted in the registration of Antigua and Barbuda's first three collective marks in 2024 as well as the marketing of their respective honey products in 2025. These are namely, the Antigua and Barbuda Wildflower Honey and the Barbuda Logwood Honey. In undertaking this project, we also wish to thank the Department of Trademarks, Industrial Designs and Geographical Indications for its invaluable investment into the lives of our local beekeepers. The buzz about this project could not be realized without the hard work of the Department. Through their efforts, the communication campaign delivered outstanding results:

- Facebook followers of the Antigua and Barbuda Beekeepers' Co-operative (The ABBC) grew by over 350% (from 96 to 440+), with a total reach exceeding 151,000 in just two months.
- Instagram engagement held strong at nearly 4%, despite modest follower numbers.
- Meta Ads proved highly effective in reaching mobile-first users, particularly among local and diaspora communities and
- The ABBC's website attracted 645 unique users, with the most visited pages focused on the Cooperative and its honey products. By this, top organic search queries included "logwood honey" and "wildflower honey recipes," signalling rising brand awareness and consumer interest.

As a result of the hard work applied to this initiative, Antigua and Barbuda endeavours to offer this project as a case study within WIPO's "Lets Discuss Success" series. This will underscore our sweet journey to Collective mark registration and product marketing.

In continuing to champion intellectual property (IP), we remain consistent in working with many governmental entities to ensure a greater appreciation and understanding of intellectual property throughout all sectors. Through these means, we have fostered a dynamic relationship with the Ministry of Education, Sport, and Creative Industries in

incorporating intellectual property within our education and cultural spheres. In the latter part of 2024, we engaged with the Copyright and Creative Industries Sector of WIPO by hosting an interactive two-day workshop catered to the youth on the subject matter of Manga and Copyright. From the use of live demos for the development of manga artwork to the sensitisation of copyright within the work of Manga, our two-day workshop was a rich investment into two schools in Antigua – the Sir Novelle Richards Academy (Secondary School) and the St. Nicholas Primary School (Primary School). Antigua and Barbuda hopes to pursue other activities that centre on building respect for intellectual property within the youth. It is hoped that we will have a summer programme aimed at students which will have an IP and stem focus.

In the realm of technological development, within June 2024, the Madrid Information Systems Division assisted our Office in the transition to e-filing and provided noteworthy support for the training of our Trademarks and Patents staff in the operation of IPAS 4. This transition was a significant development for our Office as it prioritizes users by introducing the cloud-native IPAS 4 and its new features, functions, and services. We are grateful for this transition and hope to optimize user engagement within the latest version of IPAS. We applaud the launch of a brand-new (beta) version of eMadrid by WIPO, a new development within the Madrid

Information Systems Division. Launched by WIPO in May 2025, the new eMadrid, transforms how trademark professionals file and manage international trademark registrations. This system is a fully integrated digital environment that enables central and secure management of trademark portfolios throughout the global trademark journey.

Considering that electronic filing constitutes an important factor in the Ease of Doing Business, we are actively improving our access to online registrations in our twin-island state.

Furthermore, the Antigua and Barbuda Intellectual Property and Commerce Office, fully endorsed the World Intellectual Property Day 2025's theme; IP and Music: Feel the Beat of IP. The Office hosted an exciting online webinar highlighting the innovative and creative spirit of our people entitled: IP and Music: Empowering Creativity – Turning Music into revenue through IP. This celebration further included features of our staff as well as prominent members within the music sphere and finally a primary and secondary competition tasking students with creating a short, original song that:

- Explains why it is important to protect songs and the people who write them.
- Reminds others not to copy or steal music.

World IP Day 2025 was a delight for the Office in addition to the public at large. We hope to undertake more activities within the years to come.

Finally, Antigua & Barbuda extends gratitude to the staff of WIPO in advancing and shaping intellectual property policy in such a complex policy landscape. Given the range of national initiatives, and varying stages of IP development with the Caribbean, we wish to specially thank the LAC Bureau and Caribbean Unit for their support. Our dedication to intellectual property will rebound in the sustainable development of not only our present but our future.

Thank you.