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WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ORIGINAL: ENGLISH
DATE: OCTOBER 8, 2026

Madrid Working Group Roundtable

organized by
the World Intellectual Property Organization (WIPO)

Geneva, October 8 and 9, 2026

REVISED PROVISIONAL PROGRAM

prepared by the International Bureau

Thursday, October 8, 2026

15.00 – 15.05 Welcome by the International Bureau of the World Intellectual Property Organization (WIPO)

15.05 – 15.45 **Updating: Latest Development of the Madrid System**

Speaker: Mr. Quan-Ling Sim, Head, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

15.45 – 16:30 **Digital Data Exchange**

Speakers: Mr. Fabio Scappaticci, Continuous Improvement Manager, Madrid Operations Support Service, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

Representatives from Intellectual Property Offices

16.30 – 16.45 Coffee Break

16.45 – 17:10 **Communication**

– Communication from Offices to WIPO
– Communication to holders from Offices of designated members
– Sharing of e-mail addresses with Offices of designated members

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

Representatives from Intellectual Property Offices

17.10 – 18:00 **Classification: Presentation of the Madrid Artificial Intelligence Classification Assistant (MAICA)**

Speaker: Ms. Ganna Huchard-Kovalska, Principal Examiner, Madrid Operations Team 5, Madrid Operations Service, Madrid Operations Division, Madrid Registry, Brands and Designs Sector, WIPO

Friday, October 9, 2026

10.00 – 10.40 **Priority Claims**

– Clarification of the roles of the Office of origin, the International Bureau and the Offices of the designated members where a priority claim is included in the international application

Speakers Ms. Lucy Headington-Horton, Senior Legal Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

Representatives from Intellectual Property Offices

10.40 – 11.10 **Update of New Service in Canada**

Speakers: Representative of the Intellectual Property Office of Canada

11.10 – 11.25 Coffee Break

11.25 – 12.55 **Marketing and Promotion of the Madrid System**

How IP Offices Can Contribute to the Marketing and Promotion of the Madrid System in Their Countries:

- Sales and Marketing: the Example of a Localized Marketing Campaign with the Intellectual Property Office of Thailand
- Trademark Practitioners Capacity Building
- Key Account Pilot by the WIPO Madrid Registry

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

Representatives from Intellectual Property Offices

12.55 – 13:00 **Closing of the Roundtable**

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