

## **Committee on Development and Intellectual Property (CDIP)**

**Thirtieth Session**  
**Geneva, April 24 to 28, 2023**

COMPLETION REPORT OF THE PROJECT ON INTELLECTUAL PROPERTY AND  
GASTRONOMIC TOURISM IN PERU AND OTHER DEVELOPING COUNTRIES:  
PROMOTING THE DEVELOPMENT OF GASTRONOMIC TOURISM THROUGH  
INTELLECTUAL PROPERTY

*prepared by the Secretariat*

1. The Annex to the present document contains the Completion Report of the Development Agenda (DA) Project on Intellectual Property and Gastronomic Tourism in Peru and Other Developing Countries: Promoting the Development of Gastronomic Tourism through Intellectual Property. The report covers the entire period of the project implementation, from May 2019 to December 2022.

2. *The CDIP is invited to take note of the information contained in the Annex to this document.*

[Annex follows]

PROJECT SUMMARY	
<u>Project Code</u>	DA_1_10_12_01
<u>Title</u>	Intellectual Property and Gastronomic Tourism in Peru and Other Developing Countries: Promoting the Development of Gastronomic Tourism through Intellectual Property
<u>Development Agenda Recommendation</u>	<p><i>Recommendation 1:</i> WIPO technical assistance shall be, inter alia, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States and activities should include time frames for completion. In this regard, design, delivery mechanisms and evaluation processes of technical assistance programs should be country specific.</p> <p><i>Recommendation 10:</i> To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.</p> <p><i>Recommendation 12:</i> To further mainstream development considerations into WIPO's substantive and technical assistance activities and debates, in accordance with its mandate.</p>
<u>Project Budget</u>	Total budget: 540,500 Swiss francs of which 353,000 Swiss francs allocated for non-personnel, and 187,500 Swiss francs for personnel resources (P2 50%).
<u>Project Duration</u>	42 months. Initially, the project was approved for a period of 36 months. The CDIP, at its 26 <sup>th</sup> session, held in July 2021, approved an 18-month extension of the project.
<u>Key WIPO Sectors/Areas Involved in the Project Implementation</u>	Implementing Sector: Brands and Designs Other Sector involved: Regional and National Development
<u>Brief Description of Project</u>	The project sought to promote intellectual property (IP) related to culinary traditions (food and beverages) for use in the tourism sector of Peru and three other developing countries, namely, Cameroon,

	<p>Malaysia and Morocco.</p> <p>More concretely, the project aimed to:</p> <p>(a) Allow the mapping, development and sustainable use of culinary traditions in the four participating countries;</p> <p>(b) Strengthen the capacity of economic operators linked to the gastronomic tourism sector and national authorities, including IP offices, to use and take advantage of IP tools and strategies; and</p> <p>(c) Raise awareness of the advantages that the use of IP can bring to gastronomic tourism activities.</p> <p>To that end, the project included two outputs (a scoping study and an IP analysis) and three activities (a Roundtable, a national seminar and an international Workshop) that involved the major public and private sector stakeholders in the tourism, gastronomy and IP sectors.</p>
<p><u>Project Manager</u></p>	<p>Ms. Marie Paule Rizo, Head, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications</p>
<p><u>Links to Expected Results in the Program and Budget</u></p>	<p><u>Program and Budget 2018/19 and 2020/21:</u></p> <p>Expected Result III. 1: National innovation and IP strategies and plans consistent with national Development objectives.</p> <p>Expected Result III. 2: Enhanced human resource capacities able to deal with the broad range of requirements for the effective use of IP for development in developing countries, LDCs and countries with economies in transition.</p> <p><u>Program and Budget 2022/23:</u></p> <p>ER 4.1. More effective use of IP to support growth and development of all Member States and their relevant regions and sub-regions, including through the mainstreaming of the Development Agenda recommendations.</p> <p>ER 4.2. Increased IP knowledge and skills in all Member States.</p> <p>ER 4. 3. More innovators, creators, SMEs, universities, research institutions and communities leverage IP successfully.</p>
<p><u>Overview of the Project Implementation</u></p>	<p><u>Peru</u></p> <ul style="list-style-type: none"> <li>• <u>Team composition and Country-Level Project Plan:</u> In May 2019, Peru designated the local project coordinator (focal point) within the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI). In the same month, a Country-Level Project</li> </ul>

Plan, describing the objectives of the Project, the resources and the implementation strategy with a tentative planning at the level of the country, was drafted in coordination with INDECOPI. The Country-level Project Plan for Peru was approved by INDECOPI in May 2019.

- Stakeholder identification: INDECOPI carried out actions to identify relevant stakeholders from the gastronomic tourism industry during the fourth quarter of 2019, including questionnaires and Workshops to identify the stakeholders' needs and interests.
- Scoping Study: a consultant for the preparation of the scoping study providing a mapping of key culinary traditions was appointed in July 2019. The scoping study was finalized in March 2020. It incorporated comments made during the Roundtable. The scoping study focused on 12 typical dishes. The results of the scoping study were presented to the CDIP at its 25<sup>th</sup> session, held in November 2020. The scoping study is available at: [www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-peru.pdf](http://www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-peru.pdf)
- Roundtable: a Roundtable bringing together the main tourism, gastronomy and IP stakeholders in Peru was held in Lima in March 2020. Six specialties were retained for the IP analysis.
- IP Analysis: a consultant for the preparation of the IP Analysis was appointed in April 2020. The IP Analysis was finalized in March 2022, and is available at: [www.wipo.int/export/sites/www/ip-development/en/docs/IP\\_Analysis\\_Peru\\_en.pdf](http://www.wipo.int/export/sites/www/ip-development/en/docs/IP_Analysis_Peru_en.pdf)
- National Seminar: a National Seminar organized by WIPO and INDECOPI took place in June 2022. The seminar was attended by 70 participants onsite and 171 participants remotely. The National Seminar had important positive repercussions on further development of the project. It benefited from the participation of many celebrities in the area of gastronomy, bringing tremendous publicity to the project and raising awareness because of extended coverage in the media.
- All the relevant information on the results of the project in Peru is available at: <https://www.wipo.int/ip-development/en/agenda/projects/peru.html>

#### Cameroon

- Team composition and Country-level Project Plan: the local project coordinator for Cameroon was designated in November 2019. The Country-level Project Plan for Cameroon was drafted in coordination with the Ministry of Tourism and Leisure (MINTOUL), from December 2019 to January 2020. The Country-level Project Plan was approved by MINTOUL in February 2020.
- Stakeholder identification: MINTOUL set up a committee, which included representatives of various ministries of Cameroon (*Comité inter-ministérielle*, chaired by the Secretary General of MINTOUL). The committee held meetings (in

person and virtually) and identified several categories of beneficiaries in March 2021.

- Scoping Study: a consultant for the preparation of the scoping study providing a mapping of key culinary traditions was appointed in April 2020. The scoping study, focusing on 20 typical dishes, was finalized in December 2021 and incorporated comments made during the Roundtable (see hereunder). It is available at: [www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-cameroon.pdf](http://www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-cameroon.pdf)
- Roundtable: a Roundtable with stakeholders was jointly organized by WIPO and the Ministry of Tourism and Leisure of Cameroon (MINTOUL) on December 7, 2021. The Roundtable was attended by approximately 100 participants. Ten specialties were retained for the IP analysis and four specialties were listed in reserve.
- IP Analysis: a consultant for the preparation of the IP Analysis was appointed in November 2021. The IP Analysis was finalized in June 2022, and it is available at: [www.wipo.int/export/sites/www/ip-development/fr/agenda/docs/analyse\\_ip\\_cameroon\\_fr.pdf](http://www.wipo.int/export/sites/www/ip-development/fr/agenda/docs/analyse_ip_cameroon_fr.pdf)
- National seminar: a National Seminar, attended by 150 participants, was jointly organized by WIPO and the MINTOUL on June 24, 2022.
- Other: it took Cameroon some time to appoint a local project coordinator. Contrary to the other participating countries, the appointed local project coordinator was not within the IP Office, but the Ministry of Tourism and Leisure (MINTOUL). Given the nature of the project and its link to IP, this entity required some time to familiarize itself with the subject of IP, which was a pre-requisite for it to understand the project. To that end, a virtual Workshop on IP, addressed to MINTOUL staff, was held in December 2019, with presentations delivered by the WIPO project team.
- All the relevant information on the results of the project in Cameroon is available at: <https://www.wipo.int/ip-development/en/agenda/projects/cameroon.html>

#### Malaysia

- Team composition and Country-level Project Plan: in July 2019, Malaysia designated the local project coordinator within the Intellectual Property Corporation of Malaysia (MyIPO). The Country-level Project Plan for Malaysia was prepared, in coordination with MyIPO, in July 2019. The Country-level Project Plan was approved by MyIPO in February 2020.
- Stakeholder identification: MyIPO identified the stakeholders and beneficiaries of the project in the first quarter of 2020, listing them in the revised Country-level project plan. The process of identification included virtual meetings with representatives from the gastronomy and tourism sector, central and local public entities, as well as associations of

entrepreneurs. A brochure explaining the project and inviting possible stakeholders to come forward was published on the MyIPO's website. Additional stakeholders (owners of cafés, food promoters, and touristic guides associations) were identified by the consultant for the Scoping Study, while conducting research and field visits in the north of Malaysia.

- Scoping Study: a consultant for the preparation of the scoping study providing a mapping of key culinary traditions was appointed in May 2020. The scoping study was finalized in November 2021. It focused on 15 typical dishes and recipes. The scoping study is available at: [www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-malaysia.pdf](http://www.wipo.int/export/sites/www/ip-development/en/docs/scoping-study-malaysia.pdf)
- Roundtable: a Roundtable with stakeholders was organized by MyIPO in December 2021 to discuss the scoping study. Seven specialties were retained for the IP analysis.
- IP Analysis: a consultant for the preparation of the IP Analysis was appointed in February 2022. The IP Analysis was finalized in June 2022, and it is available at: [www.wipo.int/export/sites/www/ip-development/en/docs/ip-analysis.pdf](http://www.wipo.int/export/sites/www/ip-development/en/docs/ip-analysis.pdf)
- National Seminar: a National Seminar was jointly organized by WIPO and MyIPO in June 2022. More than 30 stakeholders participated in the seminar.
- All the relevant information on the results of the project in Malaysia is available at: <https://www.wipo.int/ip-development/en/agenda/projects/malaysia.html>

#### Morocco

- Team composition and Country-level Project Plan: an initial discussion with the Moroccan Industrial and Commercial Property Office (OMPIC) took place in June at WIPO headquarters in Geneva. In July 2019, Morocco designated the local project coordinator within OMPIC. The Country-level Project Plan for Morocco was prepared, in coordination with OMPIC, from August to September 2019. The Country-level Project Plan was approved by OMPIC in October 2019.
- Stakeholder identification: OMPIC carried out actions to identify relevant stakeholders from the gastronomic tourism industry during the first quarter of 2020, including the distribution of a brochure explaining the project (see dissemination tools). A stakeholders' meeting, scheduled to take place in March 2020, was cancelled due to the COVID-19 restrictions and replaced by virtual consultations. In addition, the consultant for the IP Analysis provided a comprehensive list of stakeholders to be involved in the preparation of that document.
- Scoping Study: a consultant for the scoping study was appointed in July 2020 (nine months after OMPIC approved the Country-level Project Plan). The delay in the appointment was due to two factors: a) difficulty in finding a consultant with the required expertise; and b) outbreak of the COVID-19

	<p>pandemic. The scoping study was finalized in November 2021. It focused on 13 culinary specialties. The scoping study is available at: <a href="http://www.wipo.int/export/sites/www/ip-development/en/docs/Scoping_Study_en_Morocco.pdf">www.wipo.int/export/sites/www/ip-development/en/docs/Scoping_Study_en_Morocco.pdf</a></p> <ul style="list-style-type: none"> <li>• <u>Roundtable</u>: a Roundtable with stakeholders was organized by OMPIC to discuss the Scoping Study. Six specialties were retained for the IP analysis.</li> <li>• <u>IP Analysis</u>: a consultant for the IP Analysis was appointed in December 2021. The IP Analysis was finalized in June 2022, and it is available at: <a href="http://www.wipo.int/export/sites/www/ip-development/fr/agenda/docs/rapport_maroc_octobre2022_fr.pdf">www.wipo.int/export/sites/www/ip-development/fr/agenda/docs/rapport_maroc_octobre2022_fr.pdf</a></li> <li>• <u>National Seminar</u>: A National Seminar took place in Casablanca in September 2022.</li> <li>• <u>All the relevant information on the results of the project in Morocco is available at</u>: <a href="https://www.wipo.int/ip-development/en/agenda/projects/morocco.html">https://www.wipo.int/ip-development/en/agenda/projects/morocco.html</a></li> </ul> <p>Horizontal activities:</p> <ul style="list-style-type: none"> <li>• <u>An International Workshop</u> was organized by the WIPO Coordination Team on October 18, 2022, at WIPO Headquarters. It brought together the four participating countries (Peru, Cameroon, Malaysia and Morocco) and experts, who shared their experience in the project deployment and discussed conclusions and ideas for future action. The World Tourism Organization (UNWTO) also attended the Workshop to explore with the countries ways to disseminate and pursue the tourism component of the project.</li> <li>• <u>A side event</u> took place on the margins of the CDIP 29<sup>th</sup> session, in which the participating countries presented the project's takeaways to Member States.</li> </ul>
<p><u>Key Results and Impact of the Project</u></p>	<p><b>1) Mapped culinary traditions in the four participating countries: the scoping studies were completed on time, and studied the value chain of a significant number of culinary traditions (12 in Peru, 20 in Cameroon, 15 in Malaysia, and 13 in Morocco). The studies reflected the geographical, ethnic and cultural diversity of the countries.</b></p> <p><b>2) Strengthened the capacity of economic operators linked to the gastronomic tourism sector and national authorities, including IP offices, to use and take advantage of IP tools and strategies:</b></p> <p><b>Indicator 1:</b> Number of economic operators in the gastronomic tourism sector that, after the project, have started plans to use and leverage IP tools to add value to their product or service.</p> <p>a) Results of an online stakeholders' survey, which was</p>

opened for replies from September 6 to October 13, 2022, indicated the following:

- 48 key stakeholders replied the online survey;
- 84% of the respondents considered that the project was useful or very useful (in particular, 63% gave the highest score), as it had, *inter alia*:
  - i) identified IP tools and enlightened about how IP tools and strategies can be used (mentioned 56 times in the replies);
  - ii) enhanced general understanding on the potential of culinary traditions or enhanced knowledge about culinary traditions in one country by documentation and mapping them (mentioned 42 times in the replies);
- 59% of the stakeholders who replied expressed that they have started or plan to start using IP tools to add value to their products or services.

b) Results of satisfaction surveys after the Roundtables organized by the specific participating countries indicated the following:

Peru:

- 100% of the respondents considered that their level of knowledge and understanding of the project's objectives had increased after the Roundtable.
- 33% of the respondents expressed that they were more willing to (remaining 67% kept the same willingness) participate in the project after the Roundtable.
- 87% of the respondents considered that the discussions during the Roundtable were useful/very useful (represented by a score higher than 4 (inclusive)).

Cameroon:

- 92.5% of the respondents considered that their level of knowledge and understanding of the project's objectives had increased after the Roundtable.
  - 51% of the respondents expressed that they were more willing to participate in the project than they originally had expected before the Roundtable.
  - 84% of the respondents considered that the discussions during the Roundtable were useful/very useful (represented by a score higher than 4 (inclusive)).
- (Not applicable for Malaysia and Morocco, because there was no completed survey data to be



summarized.)

**Indicator 2:** Number and relevance of capacity building activities conducted by national authorities, including IP offices, to provide advisory services on the use of IP tools in the gastronomic tourism sector.

- a) Overall attendance to the four Roundtables and four National Seminars organized by national authorities showed stakeholders' interests in participating in different discussions of this project.

Peru:

- 35 participants (in a hybrid mode) attended the Roundtable.
- A pre-roundtable meeting was held before the formal activity to gather more comments and information.
- More than 200 participants (70 onsite and 171 remotely) attended the National Seminar.

Cameroon:

- 100 participants attended the Roundtable.
- 150 participants attended the National Seminar.

Malaysia:

- 21 participants attended the Roundtable.
- 30 stakeholders participated in the National Seminar.

Morocco:

- 14 participants attended the Roundtable.
- 20 participants attended the National Seminar.

- b) Results of the online stakeholders' survey (48 respondents) indicated:

- 51% of the public entities who replied expressed that they have started or planned to start promoting, or advising on the use of IP tools in the gastronomic tourism sector.

**3) Raised awareness about the advantages that the use of IP can bring to gastronomic tourism activities.**

**Indicator 1:** Percentage of participants to the Roundtables and seminars that reported a better understanding of the potential contributions of IP for the gastronomic tourism sector.

- a) Results of satisfaction surveys after the Roundtables organized by the specific participating countries

indicated:

Peru:

- 100% of the respondents considered that their level of knowledge and understanding of the possible IP tools to be used for the promotion of culinary traditions in Peru had increased after the Roundtable.

Cameroon:

- 100% of the respondents considered that their understanding of the possible IP tools to be used had increased after the Roundtable.  
(Not applicable for Malaysia and Morocco, because there was no completed survey data to be summarized.)

b) Results of satisfaction surveys after the National Seminars indicated:

Peru:

- 100% of the respondents considered that the seminar had encouraged them to use IP tools in their activities.
- 66.7% of the respondents considered that the discussions during the National Seminar were useful/very useful (represented by a score higher than 4 (inclusive)).

Cameroon:

- 93% of the respondents considered that the National Seminar had encouraged them to use IP tools in their activities.
- 79.7% of the respondents considered that the discussions during the seminar were useful/very useful.

Malaysia:

- 40% of the respondents considered that the National Seminar had encouraged them to use IP tools in their activities.
- 57% of the respondents considered that the discussions during the seminar were useful/very useful.

Morocco:

- 100% of the respondents considered that the National Seminar had encouraged them to use/continue using IP tools in their activities.
- 91.7% of the respondents considered that the discussions during the National Seminar were

	<p>useful/very useful.</p> <p>c) Results of the online stakeholders' survey:</p> <ul style="list-style-type: none"> <li>• Among the replies indicating that the project was useful/very useful (84% of the respondents), 52% regarded that the usefulness was due to awareness raising on the use of IP.</li> </ul> <p><b>Indicator 2:</b> Level of access and use of the compilation of main outputs and conclusions of the projects by other interested Member States and stakeholders.</p> <ul style="list-style-type: none"> <li>• The outputs of this project - four finalized Scoping Studies, as well as four IP analysis reports were disseminated on a dedicated WIPO web page: (<a href="https://www.wipo.int/ip-development/en/agenda/projects/ip-and-gastronomic-tourism.html">https://www.wipo.int/ip-development/en/agenda/projects/ip-and-gastronomic-tourism.html</a>).</li> <li>• This web page is dedicated only to this project, presenting the project's outputs and activities, four participating countries' deliverables and common project tools, which has attracted 767 unique visitors, 925 page views and 359 downloads from 79 countries/regions since its release in 2022, as of December 1, 2022.</li> <li>• Peak visit streams occurred before and after the International Workshop (in September and November 2022), benefited from WIPO's project promotion activities on its CDIP and conference websites and post-Workshop publicity activities.</li> </ul>
<p><u>Experience gained and lessons learned</u></p>	<p>Lessons learned:</p> <ul style="list-style-type: none"> <li>• Sufficient time should be foreseen when planning the project schedule for the initiation-of-the-project phase. The proponent country has usually given thought to the main elements of the project when it is adopted by the CDIP and can therefore initiate the project soon thereafter. Conversely, the other participating countries are usually less advanced in the project analysis and thus require more time to constitute the local project implementation team and initiate the project altogether;</li> <li>• Creating an inclusive and participatory project governance in each country, although challenging, is very important to obtain successful results;</li> <li>• Each participating country should allocate sufficient resources to put in place a dedicated local coordination team. This will ensure the timely implementation of the project and a seamless coordination with WIPO's management team;</li> <li>• The choice of the consultants is an essential condition for the success of the outputs concerned. Sufficient time should be dedicated to explore different profiles and engage with the local project coordinators, who should be actively involved in the selection process;</li> <li>• Involving stakeholders in the decision-making process is</li> </ul>

	<p>paramount to ensure stakeholder engagement;</p> <ul style="list-style-type: none"> <li>• Awareness-raising activities in the initial phase of the project are key;</li> <li>• Meetings should be organized among all participating countries during the different stages of the project with a view to promoting exchanges.</li> </ul>
<p><u>Risks and Mitigation</u></p>	<p>The following were the risk that had been identified at the planning stage of the project, as well as during its implementation, and materialized during its implementation. The mitigation strategies described below have been those identified and implemented by the Project Manager.</p> <p>Risk 1: Sustained collaboration with national authorities and focal points is key in determining the level of support provided from the pilot countries, smooth running of activities and timely implementation of the project.</p> <p>Mitigation 1: In order to mitigate risks, the Project Manager will undertake careful consultations and request full involvement of local partners in the implementation of activities.</p> <p>Risk 2: Conditions in a selected pilot country may impede the project implementation.</p> <p>Mitigation 2: Due discussions should be pursued. Should such discussions be unsuccessful, the project in the country may be suspended or postponed.</p> <p>Risk 3: Difficulty to identify expert resources with the required experience and knowledge of the intersection between IP and the promotion of gastronomic tourism.</p> <p>Mitigation 3: Cooperation should be sought as early as possible with other relevant UN Specialized Agencies, funds, and/or programs.</p> <p>Risk 4: restriction related to the COVID-19 pandemic could affect the holding of activities and the research methodology of the scoping studies and IP analysis.</p> <p>Mitigation 4: Plan for hybrid format of the activities; replace in-person research activities by online research tools.</p>
<p><u>Project Implementation Rate</u></p>	<p>The budget implementation rate at the end of December 2022, proportional to the project's total allocated budget is: 47%.<sup>1</sup></p>

<sup>1</sup> The budget implementation rate is rather low in view of the fact that many project activities have had to be re-adapted due to the challenges imposed by the COVID-19 pandemic. All project outcomes foreseen in the project document have been delivered, as described in this report.

<p><u>Previous Reports</u></p>	<ol style="list-style-type: none"><li>1. The first progress report was contained in Annex IV to the document CDIP/24/2;</li><li>2. The second progress report was contained in Annex V to document CDIP/26/2;</li><li>3. The third progress report was contained in Annex IV to the document CDIP/29/2.</li></ol>
<p><u>Follow-up and dissemination</u></p>	<p><u>Follow-up:</u> The four participating countries have expressed interest in having a Phase II of the project to implement the recommendations made in the IP Analysis with respect to one selected traditional specialty. A proposal for a Phase II is presented for the consideration of the CDIP/30.</p> <p><u>Dissemination</u></p> <ul style="list-style-type: none"><li>• <u>A WIPO dedicated web page</u> on this project (<a href="https://www.wipo.int/ip-development/en/agenda/projects/ip-and-gastronomic-tourism.html">https://www.wipo.int/ip-development/en/agenda/projects/ip-and-gastronomic-tourism.html</a>) includes all project documentation, material and tools developed in the framework of the project. The web page has attracted 767 visits and 359 downloads from 79 countries/regions since its release in June 2022 (data collected in December 2022). The page is available in 6 official UN languages and will remain accessible on the WIPO website and updated, when appropriate.</li><li>• <u>Tools:</u> Videos and brochures prepared by the four participating countries will continue to be used by the beneficiaries and remain available for the use of all interested stakeholders.</li></ul>

PROJECT SELF-EVALUATION

Key to Traffic Light System (TLS)

****	***	**	NP	NA
Fully achieved	Strong progress	Some progress	No progress	Not yet assessed/discontinued

<u>Project Outputs<sup>4</sup></u> (Expected result)	<u>Indicators of Successful Completion</u> (Output Indicators)	<u>Performance Data</u>	<u>TLS</u>
Three pilot countries selected (in addition to Peru).	Three countries selected (based on agreed selection criteria);	Cameroon, Malaysia and Morocco were selected in July 2019	****
	Focal points appointed for country project implementation.	Focal points (local project coordinators) appointed in Cameroon, Malaysia, Morocco and Peru.	****
Country-level project plans approved	Four country project implementation plans drafted and approved (one per country).	Country-level project plans approved in Cameroon, Malaysia, Morocco and Peru.	****
Four scoping studies on the gastronomic tourism sector (one per pilot country).	Meaningful mapping of culinary traditions in each pilot country.	<p>The scoping study was concluded in Peru in March 2020. A mapping of 14 culinary traditions was made, taking also into account the inputs of stakeholders and beneficiaries made during the Roundtable. Two culinary traditions were added during the Roundtable.</p> <p>The scoping study in Cameroon was concluded in December 2021. A mapping of 20 culinary traditions was made, taking also into account the inputs of stakeholders and beneficiaries made during the Roundtable.</p> <p>The Scoping Study in Malaysia was concluded in November 2021. It analyzed 15 typical dishes and recipes. During the Roundtable, the name of one specialty was</p>	****

		<p>amended to better reflect traditions.</p> <p>In Morocco, the Scoping Study was concluded in November 2021. It focused on 13 traditional specialties. Two culinary traditions and one variation were added during the Roundtable.</p>	
<p>Identification of gastronomy, tourism and IP public entities and stakeholders.</p>	<p>Identification of relevant stakeholders in each pilot country.</p>	<p>Stakeholders have been fully identified in all pilot countries.</p>	<p>****</p>
<p>Institution of a Roundtable in each pilot country with relevant stakeholders in the gastronomic tourism and IP sectors.</p>	<p>Significant percentage of participants to the Roundtables reported that it was helpful to better face challenges in the IP and gastronomic tourism sector.</p>	<p>A Roundtable was held in Peru in March 2020. Statistics:</p> <ul style="list-style-type: none"> <li>- 17 participants onsite;</li> <li>- 15 participants replied to the survey;</li> <li>- 87% of the participants who replied found the Roundtable useful/very useful;</li> <li>- 87% of the participants who replied said that they had a better understanding of IP after the Roundtable;</li> <li>- 100% of the participants who replied believe that the culinary traditions selected will benefit from using IP tools.</li> </ul> <p>A Roundtable was held in Malaysia in December 2021. Statistics:</p> <ul style="list-style-type: none"> <li>- 21 participants;</li> <li>- 1 participant replied to the online survey;</li> <li>- as per a report provided by MyIPO, the participants supported the project and some of them expressed their interest to be involved in the next phase of the project, including the National Seminar.</li> </ul> <p>A Roundtable was held in Cameroon in December 2021. Statistics:</p> <ul style="list-style-type: none"> <li>- 100 participants;</li> </ul>	<p>****</p>

		<ul style="list-style-type: none"> <li>- 40 participants replied to the survey;</li> <li>- 80% of the participants who replied found that the discussions at the Roundtable were useful/very useful for the progress of the project;</li> <li>- 90% of the participants who replied said that they had a better understanding of IP after the Roundtable;</li> <li>- 100% of the participants who replied believed that the culinary traditions selected will benefit from using IP tools.</li> </ul> <p>A Roundtable was held in Morocco in December 2021. Statistics:</p> <ul style="list-style-type: none"> <li>- 14 participants;</li> <li>- 1 reply to the survey, which reported a better understanding of IP, found that the discussions during the Roundtable were useful and believed that the selected culinary traditions will benefit from IP tools.</li> </ul>	
<p>Preparation of an analysis of IP-related areas of the value chain of a selected culinary tradition in each pilot country, identifying potential IP tools which could be used for the promotion of that culinary tradition across its value chain.</p>	<p>Identification of meaningful IP tools that could be used for the promotion of the selected culinary traditions across their value chains.</p>	<p>The IP Analysis was concluded in Peru in March 2022. Between 4 and 5 IP tools were proposed for each culinary tradition. The proposed IP tools are contemplated in the applicable national and regional legislation.</p> <p>The IP Analysis in Cameroon was concluded in June 2022. Between 3 and 5 IP tools were proposed for each culinary tradition. The proposed IP tools are contemplated in the applicable national and regional legislation.</p> <p>The IP Analysis in Malaysia was concluded in June 2022. Between 4 and 6 IP tools were proposed for each culinary tradition. The proposed IP tools are contemplated in the applicable national and regional legislation.</p> <p>The IP Analysis in Morocco was concluded in June 2022. Between</p>	<p>****</p>



		<p>3 and 7 IP tools were proposed for each culinary tradition. The proposed IP tools are contemplated in the applicable national legislation.</p>	
<p>Organization of four seminars (one in each pilot country) in which the analysis of IP-related areas of the value chain of a selected culinary tradition is presented.</p>	<p>Significant percentage of participants to the seminar reported a better understanding about potential IP tools that could be used for the promotion of the selected culinary tradition throughout its value chain.</p>	<p>National Seminars took place in June 2022 in Peru, Malaysia and Cameroon.</p> <p><b>In Peru:</b></p> <ul style="list-style-type: none"> <li>– 70 participated in the seminar on site and 171 remotely;</li> <li>– 6 participants replied to the survey;</li> <li>– 100% of the respondents reported a better understanding about potential IP tools that could be used for the promotion of the selected culinary traditions and 67% found that the discussions during the seminar were useful;</li> <li>– 35 participants attended the Roundtable in a in a hybrid mode, of which 15 replied a satisfaction survey.</li> </ul> <p><b>In Malaysia:</b></p> <ul style="list-style-type: none"> <li>– 30 stakeholders participated in the seminar;</li> <li>– 11 participants replied to the survey;</li> <li>– 91% of the respondents reported that their level of knowledge and understanding of the objective of the project increased;</li> <li>– 100% of respondents said that they would consider using IP tools in their activity in the future;</li> <li>– 77% of the respondents found that the discussions at the National Seminar were useful/very useful.</li> </ul> <p><b>In Cameroon:</b></p> <ul style="list-style-type: none"> <li>– 150 participants;</li> </ul>	<p>****</p>

		<ul style="list-style-type: none"> <li>– 77 participants replied to a satisfaction survey;</li> <li>– 66% of the respondents reported that the National Seminar encouraged them to use IP tools in their business;</li> <li>– 76% of the respondents found that the discussions at the National Seminar were useful/very useful.</li> </ul> <p><b>In Morocco:</b></p> <ul style="list-style-type: none"> <li>– The National Seminar organized by WIPO and the Moroccan Industrial and Commercial Property Office (OMPIC) took place in Casablanca on September 26, 2022.</li> <li>– Representatives from various ministries (Agriculture, Tourism, Culture), tourism stakeholders and representatives of the culinary sector attended the meeting, where several ideas for a future implementation of the project in Morocco were discussed.</li> </ul>	
<p>Organization of an international seminar in which the experiences and conclusions of the project in each pilot country are presented.</p>	<p>Presence of relevant stakeholders in the IP and gastronomic tourism sector of different countries.</p>	<p>The international Workshop took place on October 18, 2022, at WIPO Headquarters, bringing together the four participating countries and experts, who shared their experience in the project deployment and discussed their conclusions and ideas for future action. As part of the project's concluding activities, a side event took place on the margins of the CDIP 29th session, in which presented the project's takeaways to Member States.</p> <p>The four countries agreed on the importance of continuing work, building on the project's results to impact real people in the gastronomic and tourism sectors.</p>	<p>****</p>

		The World Tourism Organization (UNWTO) also attended the Workshop to explore with the countries ways to pursue the tourism component of the project.	
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