Creating a new trend for nation-wide investment in design and strategic design protection

WIPO Pilot Project on Design

Argentine Republic

Kingdom of Morocco
Design is a powerful tool to foster innovation, economic growth and competitiveness in national and global markets.

The WIPO Development Agenda pilot project on design promotes innovation through design and the protection of industrial designs, for the economic, social and cultural development of participating countries.

Argentina and Morocco are the two first Member States participating in this WIPO Pilot Project on Intellectual Property and Design Management for Business Development in Developing and Least Developed Countries (LDCs).

The challenges: How to create a new trend to foster nation-wide investment in design, and in strategic protection of designs? How to capitalize on public-private partnerships and on knowledge sharing at the national and international levels? How to ensure a long-term impact at the country level?

This event will showcase DiseñAr, the project vehicle in Argentina, and Namadij, in Morocco.

**Opening Remarks:**
Ms. Binying Wang, Deputy Director General, WIPO

**Presentations:**
– Ms. Maria-Nicola Zarraga, Project Officer, Law and Legislative Advice Division, Brands and Designs Sector, WIPO
– Argentina Project Team
– Morocco Project Team

A light lunch will be served.