



WEBINAR ON TECHNICAL ASSISTANCE

CODE: WIPO/IP/DEV/GE/25/1
ORIGINAL: ENGLISH
WIPO DATE: APRIL 2, 2025

Webinar on Maximizing impact: Strategic Planning for Technical Assistance and Capacity Building

organized by
the World Intellectual Property Organization (WIPO)

Geneva, April 3, 2025
Hosted on Zoom

https://wipo-int.zoom.us/webinar/register/WN_DOAqUVZGSRida_wlJOSakg

PROGRAM

prepared by the International Bureau of WIPO

Webinar Objective:

Strategic planning lays the groundwork for successful delivery of technical assistance and capacity building initiatives. From identifying objectives and stakeholders, to aligning resources and timelines, strategic planning provides a framework to effectively focus the allocated resources for impact.

The webinar will serve as a platform for a diverse panel of experts to share insights and practical tips on how to develop robust strategic plans to leverage the power of IP for local economic development.

Thursday, April 3, 2025

Webinar Program:

14.00 – 15.10 (C.E.S.T) **Maximizing impact: Strategic Planning for Technical Assistance and Capacity Building**

Moderator: Mr. Georges Ghandour
Senior Counsellor | Development Agenda Coordination Division,
WIPO

Speakers: Ms. Flor de María García Díaz
Counsellor | Permanent Mission of Guatemala to the WTO,
WIPO, UNCTAD and ITC, Guatemala

Mr. Phengthong Chememalay
Director of the General Affairs Division | Department of
Intellectual Property, Ministry of Industry and Commerce, the Lao
People's Democratic Republic

Dr. Ana Persic
Programme Specialist | Science Technology and Innovation
Policies and Open Science, UNESCO, Paris

Ms. Altayework Tedla Desta
Director | IP eLearning and Internal Training Program,
WIPO

15.10 – 15.30 (C.E.S.T) **Discussion Panel and Q&A session**

All participants are invited to contribute to the discussion.

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