



---

**WEBINAR**

---

**WIPO/IP/GE/3/22/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: AUGUST 22, 2022**

## **IP and Women Entrepreneurs**

organized by  
the World Intellectual Property Organization (WIPO)

**October 27, 2022  
15.00 – 16.50 CEST**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

15.00 – 15.05 **OPENING SESSION**

Moderator: Ms. Ana Gobechia, Senior Program Officer, Section for Coordination of Developed Countries, Division for Transition and Developed Countries (TDC), WIPO

15.05 – 15.10 **OPENING STATEMENT BY AUDIOVISUAL PERFORMERS**

Speakers: Ms. Alba Flores  
Ms. Fran Drescher  
Ms. Cristina Plaza

15.10 – 15.20 **THE ROLE OF COPYRIGHT IN SUPPORTING WOMEN ENTREPRENEURS IN THE CREATIVE SECTOR. WIPO ACTIVITIES IN THIS AREA**

Speakers: Ms. Michele Woods, Director, Copyright Law Division, Copyright and Creative Industries Sector, WIPO  
Ms. Ana Lorena Bolaños De Pacheco, Senior Program Officer, Copyright Development Division, Copyright and Creative Industries Sector, WIPO

**USING WIPO INTELLECTUAL PROPERTY (IP) SERVICES: OPPORTUNITIES AND CHALLENGES OF WOMEN ENTREPRENEURS**

15.20 – 15.35 **Topic 1 WIPO Tools and Materials to Support You in Your Entrepreneurship Journey**

Speaker: Ms. Tamara Nanayakkara, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

15.35 – 15.55 **Topic 2 Global IP Systems: Protecting your Trademarks, Industrial Designs and Geographical Indications Internationally with the Madrid, The Hague and the Lisbon Systems**

Speakers: Ms. Debbie Roening, Director, Madrid Legal Division, Brands and Designs Sector, WIPO  
Ms. Aino Morimoto, Partner and Designer, Sumeo Ltd., Helsinki  
Ms. Amelia Arroquia, Founder & CEO, Minicool TrendBook, Valencia, Spain

15.55 – 16.10 **Topic 3 Protecting your Inventions Internationally with the Patent Cooperation Treaty (PCT)**

Speakers: Ms. Anjali Aeri, Counsellor, PCT Legal and International Affairs Department, PCT International Cooperation Division, WIPO  
Ms. Inna Braverman, Co-Founder & CEO, Eco Wave Power Ltd., Tel Aviv, Israel

16.10 – 16.25 **Topic 4** **Resolving IP and Technology Disputes through WIPO  
Mediation and Arbitration**

Speakers: Ms. Heike Wollgast, Head, IP Disputes Section, IP Disputes  
and External Relations Division, WIPO  
Ms. Valentina Piola, Licensing and Program Manager,  
SISVEL Group, Torino, Italy

16.25 – 16.45 **Q&A SESSION**

16.45 – 16.50 **WRAP UP AND CLOSING**

[End of document]