



Regional Meeting

WIPO/IP/GEN/RIO/24/INF/1
ORIGINAL: ENGLISH
DATE: AUGUST 2, 2024

VI Regional Meeting on Industrial Property (IP), and Gender Equality

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the National Industrial Property Institute (INPI)

Rio de Janeiro, August 8 and 9, 2024

PROGRAM

prepared by the International Bureau of WIPO

Thursday, August 8, 2024

9.00 to 9.10 **Welcome remarks by:**

Mr. Julio Cesar Moreira, President, the National Industrial Property Institute (INPI), Rio de Janeiro

9.10 to 9.50 **Topic 1: Program on IP and Gender Equality**

Speaker: Ms. Beatriz Amorim-Borher, Director, Division for Latin America and the Caribbean, World Intellectual Property Organization (WIPO), Geneva

Ms. Diana Hasbun, Senior Counsellor, Division for Latin America and the Caribbean, WIPO, Geneva

9.50 to 11.20 **Topic 2: Promoting the creation of gender resources and initiatives of Industrial Property Offices (IPOs): Policy**

Discussion Topics:

Main achievements in strengthening gender and IP perspective policies in your office (2023-2024)

Challenges that your office will face in terms of gender and IP perspective policies (2024-2025)

Facilitating elements for addressing challenges (examples: State policies, government priorities, specific strategies of the Office, among others).

Entities in the country that can be allies or that have been allies, for the strengthening of policies with a specific focus on gender

Moderator: Ms. Laura Restrepo Arcila, Consultant, *Conocimiento Competitivo*, Medellin

Mr. José Alejandro Fonseca Garzón, Consultant, *Conocimiento Competitivo*, Medellin

Discussion: All participants

11.20 to 11.40 Coffee break

11.40 to 13.10 **Topic 3: Supporting IPOs' decisions to create gender initiatives and resources: Data**

Discussion Topics:

Key achievements in data collection and analysis in your office (2023-2024).

Challenges that your office will face in the collection and analysis of gender data (2024-2025).

Facilitating elements for addressing challenges (examples: technological strengthening, updating the collection system, among others).

Using other sources for data collection.

Moderator: Ms. Laura Restrepo Arcila

Ms. José Alejandro Fonseca Garzón

Discussion: All participants

13.10 to 14.30 Lunch

14.30 to 16.00 **Topic 4: Use: Fostering women's participation in the IP system in Latin America: Use**

Discussion Topics:

Key achievements in women's use of the IP system in your country (2023-2024)

Challenges associated with promoting women's use and access to the IP system in your country (2024-2025)

Facilitating elements for addressing challenges (example: dissemination systems, reduction of barriers, capacity building, among others).

Moderator: Ms. Laura Restrepo Arcila

Mr. José Alejandro Fonseca Garzón

Discussion: All participants

16.00 End of the activity

19.00 Departure from the hotel for dinner offered by WIPO

Friday, August 9, 2024

9.30 to 11.30 **Topic 5: Closing reflections: Key conclusions**

Moderator: Ms. Laura Restrepo Arcila

Mr. José Alejandro Fonseca Garzón

11.30 to 12.30 Finger food

13.00 Departure from the hotel

14.00 to 16.00 Cultural visit to Museum “Museo do Amanhã”

16.00 to 18.00 Technical visit to INPI Brazil

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