



VIRTUAL MEETING

WIPO/IP/INN/GE/6/22/1
ORIGINAL: ENGLISH
DATE: OCTOBER 27, 2022

Sharing Session on “Women and IP”

Closing the Gender Gap in Intellectual Property (IP)

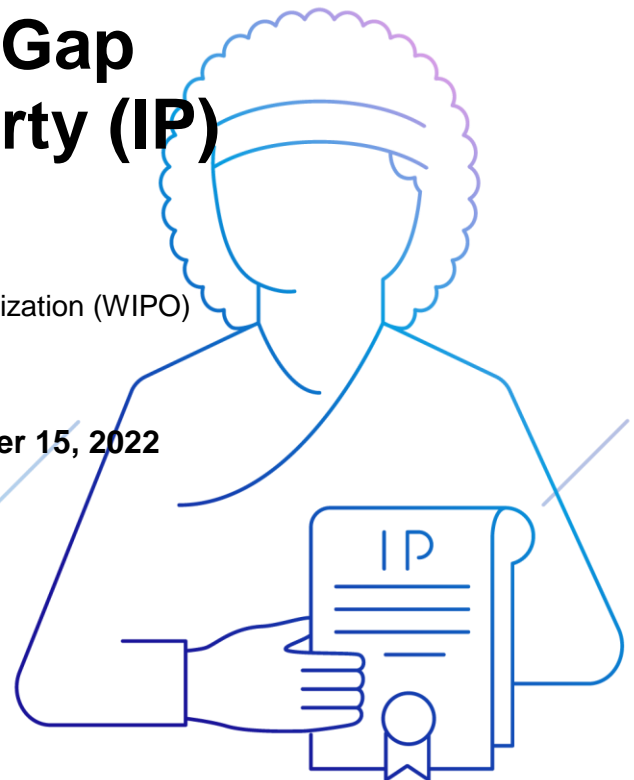
Women and Tourism

organized by the World Intellectual Property Organization (WIPO)

Fourth Session
Virtual meeting (hosted on Zoom), November 15, 2022

Program

prepared by the International Bureau of WIPO



Tuesday, November 15, 2022

12.30 – 12.35 **Opening**
(C.E.T)

Mr. Irfan Baloch, Director, Development Agenda Coordination
Division, WIPO

12.35 – 13.30 **Sharing session: How can IP help Women's contribution to Tourism?**

Moderator: Ms. Le Thi Tuyet Mai, Ambassador and Permanent
Representative of the Socialist Republic of Viet Nam to the
United Nations Office and other international organizations in
Geneva

Speakers: Ms. May M. Hassan, Founder of IPMentor Initiative, Intellectual
Property Attorney and Field Researcher, IP Trainer and founding
member of the National Intellectual Property Academy of Egypt,
and author of the study on "Intellectual Property, Tourism and
Culture: Supporting Development Objectives and Promoting
Cultural Heritage in Egypt", Egypt

Ms. Mary Badalyan, Co-Founder and a Chief Executive Officer of
EventToura, Armenia

Ms. Apolónia Rodrigues, President of the Dark Sky Association,
and President of the Rede de Turismo de Aldeia do Alentejo,
Portugal

Dr. Valma Jessamy, Owner and Resident Scientist of Jessamine
Eden Wellness Farm, as well as a Chief Executive Officer and
Principal Research Scientist of 17th/21st Century Cures Ltd.,
Grenada

13.30 – 14.20 **Discussion Panel and Q&A session**

All participants are invited to contribute to the discussion

14.20 – 14.30 **Wrap-up and Closing**

Mr. Benjamin Owen, Senior Project Specialist, Ethics, Culture
and Social Responsibility Department, World Tourism
Organization (UNWTO)

Mr. Irfan Baloch, Director, Development Agenda Coordination
Division, WIPO

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