



WEBINAR

**WIPO/IP/GE/23/INF/1/PROV.
ORIGINAL: ENGLISH
DATE: APRIL 27, 2023**

Intellectual Property and Traditional Producers

organized by
the World Intellectual Property Organization (WIPO)

Geneva, Switzerland, May 16, 2023

PROVISIONAL PROGRAM

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15.00 – 15.05 OPENING SESSION

Moderator: Mr. Tuvshinbat Narmandakh, Consultant, Section for Coordination of Developed Countries, Division for Transition and Developed Countries, WIPO.

15.05 – 15.20 Topic 1 Protect and Promote Your Culture: How Intellectual Property Tools can Support Traditional Producers and their Communities.

Speakers: Ms. Daphné Zografos Johnsson, Senior Legal Officer, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO;
Ms. Rebecka Forsgren, lawyer, CEO Rebecka Forsgren AB/Ltd.

15.20 – 15.50 Topic 2 Branding with IP

Speakers: Ms. Ozden Ilhan, Fellow, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO;
Ms. Rita Barbosa, Inês Barbosa Ourivesaria Portuguesa; Speaker (TBC).

15.50 – 16.10 Topic 3 Traditional Creativity going Digital

Speakers: Ms. Sarah Nassar, Associate Program Officer, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO;
Ms. Naike Bravo, Communication Manager, Michelangelo Foundation;
Ms. Sonia De Gerónimo, Traditional designer, Degerónimo.

16.10 – 16.40 ROUNDTABLE Protection And Promotion of Traditional Based Creativity and Innovation: Looking Forward

Speakers: Ms. Daphné Zografos Johnsson, WIPO;
Ms. Cristina Mendes, Centro de Formação Profissional para o Artesanato e Património (CEARTE);
Ms. María Subrá, Contemporánea de Artes y Oficios;
Ms. Solveig Ballo, Managing Director, Sápmi Næringshage.

16.40 – 17.10 Q&A SESSION

Moderator: Mr. Tuvshinbat Narmandakh, WIPO

17.10 – 17.15 WRAP UP AND CLOSING

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