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**WEBINAR**

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**WIPO/WEBINAR/GRTKF/2021/3/1**  
**ORIGINAL: ENGLISH**  
**DATE: MAY 14, 2021**

## **Webinar: How to Protect and Promote Your Culture – Geographical Indications**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva (Virtual), May 26, 2021**

### **PROGRAM**

*prepared by the International Bureau of WIPO*

Wednesday, May 26, 2021

15.00 – 15.05 **Introduction**

Ms. Anna Sinkevich, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Challenges and Partnerships Sector, WIPO, Geneva

15.05 – 15.30 **Experiences of Indigenous Peoples and Local Communities using Geographical Indications**

Presentations: *Tenun Ikat Sikka geographical indication*  
Ms. Alfonsa Horeng, Women's weavers Cooperative of Iepo Lorun, Indonesia

*Madd de Casamance*  
Mr. Jean Sagna, Association for the support of peace and development initiatives (ASAPID), Senegal

15.30 – 15.55 **How can Geographical Indications be useful for Indigenous Peoples and Local Communities?**

Presentation: Ms. Delphine Marie-Vivien, Deputy Director, Joint Research Unit "Innovation and Development in Agriculture and Food" (UMR Innovation), French Agricultural Research Centre for International Development (CIRAD), France

15.55 – 16.25 **Questions & Answers**

16.25 – 16.30 **Wrap-up of the Webinar and Closing Remarks**

Ms. Anna Sinkevich

Closing of Webinar

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