Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the International Labour Organization (ILO),

the International Trade Centre (ITC),

and
the International Trademark Association (INTA)

Geneva, Switzerland, November 11 to 15, 2019

PROGRAM

prepared by the International Bureau of WIPO
Background: This Practical Workshop is offered in the context of the WIPO Project-Based Training and Mentoring Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities (the Program).

The Program aims to strengthen the capacity of women entrepreneurs from indigenous peoples and local communities (IPLCs) to make strategic and effective use of intellectual property (IP) rights, in support of projects based on traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).

The Program consists of two phases: a training phase (the Practical Workshop), and a mentoring phase in 2020.

Objectives: The objectives of the Practical Workshop are to provide the opportunity for participants to:

- Acquire basic knowledge of the main principles, systems and tools of the IP system and how they relate to IPLCs, emphasizing both the potential value that IP could bring in support of TK, TCEs and GRs protection, as well as the challenges;

- Meet amongst themselves and share experiences and ideas with the use of IP tools to protect and promote TK, TCEs and GRs;

- Further develop their projects.
Monday, November 11, 2019

Venue: Room 0.107, WIPO New Building

9.00 – 9.30

Registration

9.30 – 10.00

Introduction

Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva

Indigenous Opening Ceremony

Welcome Address by:

Mr. Minelik Getahun, Assistant Director General, Global Issues Sector, WIPO, Geneva

Remarks by:

Mr. Martin Oelz, Team Leader, Indigenous Peoples and Ethnic Minorities, Gender, Equality and Diversity & ILOAIDS Branch, International Labour Organization (ILO), Geneva

Mr. Juan Hoyos, Adviser, Sustainable and Inclusive Value Chains, Division of Enterprises and Institutions, International Trade Centre (ITC), Geneva

Ms. Marion Heathcote, Representative, International Trademark Association (INTA), Principal, Davies Collison Cave Pty, Sydney, Australia

Message from UN Women:

Ms. Christine Löw, Director, UN Women Liaison Office in Geneva

10.00 – 10.30

Overview of Program and Practical Arrangements

Ms. Daphne Zografos Johnsson, Legal Officer, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva

Ms. Rebecka Forsgren, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva

10.30 – 11.30

Working Coffee - Getting to Know One Another

Facilitator: Ms. Jennifer Tauli Corpuz, Legal Coordinator, Tebtebba - Indigenous Peoples’ International Center for Policy Research and Education, Baguio City, Philippines
11.30 – 12.30  Introduction to Intellectual Property (IP)
Presentation:  Mr. Wend Wendland
            Ms. Daphne Zografos Johnsson
            Ms. Rebecka Forsgren
Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.00 Introduction to IP (continued)
Discussion

15.00 – 15.45 Project Presentations
Presenters:  Ms. Lucia Fernanda Inácio Belfort Sales, Brazil
            Ms. Florence Jaukae, Papua New Guinea
            Ms. Solveig Ballo, Norway
Discussion

15.45 – 16.15 Coffee Break

16.15 – 16.45 Marketing Cultural Heritage: An Introduction
Presentation: Mr. Diego Rinallo, Associate Professor of Marketing and Consumer Culture, KEDGE Business School, Marseille, France

16.45 – 17.00 Wrap up of the Day
Facilitators:  Ms. Jennifer Tauli Corpuz
              Ms. Rebecka Forsgren

17.15 Reception
Tuesday, November 12, 2019

Venue: Room 0.107, WIPO New Building

9.00 – 9.10  Overview of the Program for the Day
Ms. Rebecka Forsgren

9.10 – 10.30  Think Cooperation/Think Cooperatives
Presenters/Facilitators: Ms. Simel Esim, Manager, Cooperatives Unit, ILO, Geneva
Ms. Andrea Dávila, Technical Officer, Cooperatives Unit, ILO, Geneva
Ms. Mina Waki, Technical Officer, Cooperatives Unit, ILO, Geneva

10.30 – 11.00  Coffee Break

11.00 – 11.30  Project Presentations
Presenters: Ms. Lorcia Moore, Belize
Ms. Paula Thomson, South Africa
Discussion

11.30 – 12.30  Think Cooperation/Think Cooperatives (continued)

12.30 – 14.00  Lunch Break

14.00 – 15.30  IP Group Exercises
Facilitators: Ms. Marion Heathcote
Ms. Begoña Venero, Senior Counsellor, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva
Ms. Fei Jiao, Program Officer, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva
Ms. Daphne Zografos Johnsson
Ms. Carla Bengoa, Consultant, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva
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<td>16.00 – 16.40</td>
<td><strong>Project Presentations</strong></td>
<td>Presenters: Ms. Gulnara Derbisheva, Kyrgyzstan</td>
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<td>Ms. Fotima Bairambekova, Tajikistan</td>
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<td>Ms. Theresa Secord, United States of America</td>
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<td><strong>Wrap up of the Day</strong></td>
<td>Facilitator: Ms. Jennifer Tauli Corpuz</td>
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Wednesday, November 13, 2019

Venue: Room 0.107, WIPO New Building

9.00 – 9.10  **Overview of the Program for the Day**
Ms. Carla Bengoa

9.10 – 10.00  **Introduction to Branding**
Presenters/ Facilitators: Ms. Marion Heathcote
Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

Discussion

10.00 – 10.40  **Project Presentations**
Presenters: Ms. Laima Abeid Sinare, United Republic of Tanzania
Ms. Lucille Anak Awen Jon, Malaysia
Ms. Nancy Vásquez García, Mexico

Discussion

10.40 – 11.00  Coffee Break

11.00 – 11.10  **Group Photo**

11.10 – 12.30  **Branding Exercises**
Facilitators: Ms. Marion Heathcote
Ms. Daphne Zografos Johnsson

12.30 – 14.00  Lunch Break

14.00 – 15.30  **Building Respect for IP**
Presenters/ Facilitators: Ms. Louise van Greunen, Director, Building Respect for IP Division, Global Issues Sector, WIPO, Geneva
Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, Global Issues Sector, WIPO, Geneva
15.30 – 16.00  Coffee Break

16.00 – 17.15  Coaching Session

Remarks by: Ms. Cornelia Moussa, Director, Human Resources Management Department, WIPO, Geneva

Presenter/Facilitator: Ms. Beate Giffo-Schmitt, Human Resources Officer, Performance and Development Section, WIPO, Geneva

17.15 – 17.30  Wrap up of the Day

Facilitator: Ms. Jennifer Tauli Corpuz
Thursday, November 14, 2019

Venue: AB Building, Blue Room

9.00 – 9.10  Overview of Program for the Day
Ms. Rebecka Forsgren

9.10 – 10.30  Parallel Sessions

Patents/TK Based Innovation/GRs
Venue: AB Building, Yellow Room
Facilitators: Mr. Shakeel Bhatti, Counsellor, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva
Ms. Carla Bengoa

Project Presentations
Presenters: Ms. Loreta Alsa, Philippines
Ms. Celestine Magouo Epse Djallo, Cameroon
Ms. Subama Mapou, New Caledonia (France)

Copyright and Designs
Venue: AB Building, Blue Room
Facilitators: Ms. Fei Jiao
Ms. Marion Heathcote

Project Presentations
Presenters: Ms. Naeema Al Maimani, Oman
Ms. Elham Fekrinejad Tehrani, Iran (Islamic Republic of)
Ms. Sarah Muhammad Fikry, Egypt

Festivals
Venue: AB Building, Orange Room
Facilitators: Ms. Daphne Zografos Johnsson
Ms. Rebecka Forsgren

Project Presentations
Presenters: Ms. Elverina Johnson, Australia
Geographical Indications (TBD)
Venue: AB Building, Green Room
Facilitator: Ms. Alexandra Grazioli

Project Presentations
Presenter: Ms. Lorena Llumiquinga Jiménez, Ecuador

Documentation of TK and TCEs
Venue: AB Building, Baeumer room
Facilitator: Ms. Begoña Venero

Project Presentations
Presenters: Ms. Adi Lua Chung, Fiji
Ms. Aurea Mendoza Capcha, Peru

10.30 – 11.00 Coffee Break

11.00 – 12.30 Collaborations
Venue: AB Building, Blue Room

Presenters/
Facilitators: Mr. Rune Fjellheim, Director General, Sámi Parliament of Norway, Kárásjohka, Norway
Ms. Marion Heathcote

Discussion

12.30 – 14.00 Lunch Break

14.00 – 15.30 SheTrades - Market Access
Venue: AB Building, Blue Room

Presenter/
Facilitator: Mr. Juan Hoyos

Discussion

15.30 – 16.15 Wrap up of the Day
Facilitator: Ms. Jennifer Tauli Corpuz

16.15 – 18.00 Visit to the Musée d’ethnographie de Genève
Friday, November 15, 2019

Venue: Room 0.107, WIPO New Building

9.00 – 9.10  Overview of the Program for the Day
Ms. Carla Bengoa

9.10 – 9.40  Developing your IP Strategy
Presenters/Facilitators: Ms. Tamara Nanayakkara, Counsellor, Department for Transition and Developed Countries, SMEs and Entrepreneurship Support Division, WIPO, Geneva
Ms. Daphne Zografos Johnsson

9.40 – 10.40  Marketing Cultural Heritage: Part 2
Presenter/Facilitator: Mr. Diego Rinallo

10.40 – 11.00  Coffee Break

11.00 – 12.00  Marketing Cultural Heritage: Part 2 (continued)
Discussion

12.30 – 14.00  Lunch Break

14.00 – 14.45  Project Presentations
Presenters: Ms. HIGINIA GONZÁLEZ MAROTO, Costa Rica
Ms. TIA TAURERE-CLEARSKY, Canada
Ms. ELENA VARIKSOO, Russia

14.45 – 15.15  Mentoring and Project Implementation
Presenters: Ms. DAPHNE ZOGRAFOS JOHNSSON
Ms. REBECKA FORSGREN
Discussion

15.15 – 15.30  Coffee Break

15.30 – 16.00  Evaluation of Practical Workshop
16.00 – 16.30  Wrap-up of the Workshop and Closing Remarks

Mr. Minelik Getahun
Mr. Wend Wendland

16.30  Closing of the Workshop

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