



WORKSHOP

WIPO/IPTK/GE/3/22/INF/1
ORIGINAL: ENGLISH
DATE: NOVEMBER 4, 2022

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

organized by
the World Intellectual Property Organization (WIPO)

Geneva (virtual), Switzerland, November 2 to 4, 2022

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 2, 2022

15.00 – 15.15

Welcome

Ms. Daphne Zografos Johnsson, Senior Legal Officer,
Traditional Knowledge Division, Global Challenges and
Partnerships Sector, WIPO, Geneva

15.15 – 15.30

**Program Overview and Introduction to the
Day's Topics**

Ms. Daphne Zografos Johnsson

Ms. Nabanji Nebwe, Young Professional,
Traditional Knowledge Division, Global Challenges and
Partnerships Sector, WIPO, Geneva

15.30 – 16.20

**Strategy for Communication, Networking and
Cooperation – Part one**

Speaker: Mr. John Zimmer, International Speaker,
Geneva

16.20 – 16.30

Break

16.30 – 18.00

**Strategy for Communication, Networking and
Cooperation – Part two**

Speaker: Mr. John Zimmer, International Speaker,
Geneva

Thursday, November 3, 2022

15.00 – 15.10

Introduction to the Day's Topics

Ms. Daphne Zografos Johnsson

15.10 – 16.00

The Management and Commercialization of Intellectual Property

Speakers: Ms. Allison Mages, Head,
IP Commercialization Section, IP for
Business Division, IP and Innovation
Ecosystems Sector, WIPO, Geneva

Ms. Margherita Marini,
IP Commercialization Specialist,
IP Commercialization Section, IP for
Business Division, IP and Innovation
Ecosystems Sector, WIPO, Geneva

16.00 – 16.10

Break

16.10 – 17.30

Business Planning and Project Management for Start-ups

Speaker: Mr. Matthew Fielding, Senior Programme
Manager and Interim Head of the Project
Communications Unit, Stockholm
Environment Institute, Sweden

17.30 – 18.00

Practical and Strategic Steps on Building a Useful Network

Presenter: Ms. Charlotte Kazoora, Founder and CEO
of SCECK Consult, and managing Director
of Tourism Inclusion for All (TIFA),
Kampala, Uganda

Friday, November 4, 2022

15.00 – 15.10

Introduction to the Day's Topics

Ms. Nabanji Nebwe

15.10 – 15.40

Protecting Business Interests when Working with Partners

Speaker: Ms. Marion Heathcote, Principal, Davies Collison Cave Pty, Sydney, Australia

15.40 – 16.40

Building a Social Media Strategy

Speaker: Ms. Melinda Kohler Grof, Consultant, WIPO, Geneva

16.40 – 16.50

Break

16.50 – 17.20

Building a Social Media Strategy (part two)

Speaker: Ms. Melinda Kohler Grof

17.20 – 17.50

Ethics and the Commercialization of Traditional Knowledge and Traditional Cultural Expressions

Presenters: Ms. Shannon Monk, Indigenous Peoples Mi'kmaw Cultural Tourism Project Manager, Kwilmu'kw Maw-klusuaqn Negotiation Office, East Petpeswick, Nova Scotia, Canada

Ms. Lucia Fernanda Inácio Belfort Sales, Indigenous People Kaingáng, Lawyer, Brazilian Indigenous Institute for Intellectual Property and Institute Kaingáng, Ronda Alta, Rio Grande do Sul, Brazil.

17.50 – 18.00

Conclusion and the Way Forward

Ms. Daphne Zografos Johnsson

Ms. Nabanji Nebwe

[End of document]