
WIPO ASSEMBLIES SIDE EVENT

**ORIGINAL: ENGLISH
DATE: JULY 9, 2024**

A BEEKEEPERS' BRANDING JOURNEY

A Roundtable on the Antigua & Barbuda Collective Marks Project

organized

by the World Intellectual Property Organization (WIPO)

**WIPO New Building, Room NB0.107
Geneva, July 9, 2024**

Or through the [Zoom](#) application

PROGRAM

prepared by the International Bureau of WIPO

July 9, 2024

NB Lobby

13:00 – 13:35 Light lunch

Room NB 0.107

13:35 – 13:40 Welcome remarks and Overview of the Project

Mr. Marcus Höpperger, Senior Director, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO

13:40 – 14:25 “A Beekeepers’ Branding Journey” – *A sharing of their experience in establishing the first-ever collective marks in Antigua & Barbuda and protecting those marks, the learnings gained in transforming their IP rights into business assets, the skills-building resulting from the branding process, the challenges and the foreseen benefits for the local beekeeping and honey industry.*

Ms. Davina Laville Joyce, President, Antigua & Barbuda Beekeepers Cooperative Society Ltd. (ABBC)

Mr. John Mussington, ABBC Member and representative of the Barbudan beekeepers and Chair of the Agriculture, Lands, Fisheries and Coastal Protection Committee of the Barbuda Council

“Making IP work for our local entrepreneurs” – *Insights on supporting the beekeepers’ group, the capacity-building, and a project management approach that is results-based and impact-focused.*

Ms. Ricki Camacho, Registrar, Antigua & Barbuda Intellectual Property and Commerce Office (ABIPCO)

Ms. La-Chelle Carter, Substitute Technical Officer, ABIPCO

14:20 – 14:45 Questions and Answers

14:45 –14:50 Closing Remarks

Ms. Ricki Camacho, Registrar, ABIPCO

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