

## **Information Session on Nation Brands**

**Geneva, March 18, 2024**

### **PROGRAM**

*prepared by the Secretariat\**

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\* The Program was agreed by the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) at its forty-sixth session.

*At its forty-sixth session, the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) agreed to hold an Information Session on Nation Brands. The information session will be divided into two parts, where speakers will first explain the importance of nation brands in public policies and strategies and their impact on socioeconomic development, and in the second part share experiences on nation brand protection and their mechanisms.*

15.00 – 15.10 Opening Remarks by:

Ms. Loreto Bresky (Chile), Chair of the forty-seventh session of the Standing Committee on the Law of Trademarks, Industrial Designs and Geographical (SCT)

15.10 – 16.20 **Session 1: a) Importance of Nation Brands in the Design of Public Policies and Strategies;**

**b) Impact of Nation Brands on Socioeconomic Development**

Moderator: Ms. Kathrine Myhre, Director General, Norwegian Industrial Property Office (NIPO), Oslo, Norway

Speakers: Mr. José Filipe Torres, Chief Executive Officer, Bloom Consulting, Madrid, Spain

Mr. David Downs, Chief Executive Officer, New Zealand Story, Wellington, New Zealand

Mr. Daniel Cavero Gamarra, Head, *Oficina de Estrategia de Imagen y Marca País, Comisión de Promoción del Perú para la Exportación y el Turismo (PROMPERU)*, Lima, Peru

Ms. Stina Vürmer, Enterprise Estonia, Tallinn, Estonia

16.20 – 16.50 Coffee Break

16.50 – 18.00 **Session 2: (a) Experiences on Nation-Brand Protection;**

**(b) Current Nation-Brand Protection mechanisms**

Moderator: Mr. Sergio Chuez Salazar, Director of Distinctive Signs, National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI), Lima, Peru

Speakers: Ms. María José Bucheli Silva, Delegate for Signs of Origin, Nation Brand and Well-Known Signs, Technical Directorate of Distinctive Signs, National Service of Intellectual Rights (SENADI), Quito, Ecuador

Ms. Brynhildur Georgsdóttir, Director, Business development and operations at Business Iceland (Íslandsstofa), Reykjavik, Iceland

Mr. Benali Harmouch, Head, Legal Affairs Department,  
Cooperation and Training, Moroccan Industrial and Commercial  
Property Office (OMPIC), Casablanca, Morocco

Mr. Nguyen Van Bay, Deputy Director General, Intellectual  
Property Office of Viet Nam, Hanoi, Viet Nam

18.00 Closing of the Session

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