



LEAGUE OF ARAB STATES (LAS)



REGIONAL WORKSHOP

WIPO-LAS/IP/CAI/15/INF/1
ORIGINAL: ENGLISH
DATE: APRIL 10, 2015

WIPO/LAS Regional Workshop on Building Respect for Intellectual Property

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the League of Arab States (LAS)

Cairo, Arab Republic of Egypt, May 26 to 27, 2015

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, May 26, 2015

8.30 – 9.00 Registration

9.00 – 9.30 Opening and Welcome Addresses by:

The representative of the League of Arab States (LAS), Cairo

Mr. Walid Abdelnasser, Director a.i., World Intellectual Property Organization (WIPO), Regional Bureau for Arab Countries, Development Sector, Geneva

9.30 – 9.45 **Strategic Goal VI of WIPO: Building Respect for Intellectual Property (IP)**

Speaker: Mr. Thomas Dillon, Counsellor, Capacity Building and Technical Assistance, Building Respect for IP Division, Global Issues Sector, WIPO

9.45 – 10.45 **Counterfeiting and Piracy: Assessments and Perspectives of the Public and Private Sectors**

Speakers: Representatives of the public and private sectors (officials, enforcement agencies, private right holders)

Ms. Amanda Lotheringen, Senior Manager, Copyright and IP Enforcement, Companies and Intellectual Property Commission (CIPC), Pretoria, South Africa

Mr. Mohamed Sobaih, Egyptian Custom Authority, Cairo, Egypt

Mr. Ahmed Fouli, Egyptian Regional Protection Manager, Beiersdorf, Cairo, Egypt

Moderator: Dr. Maha Bakhiet Zaki, Director, Intellectual Property and Competitiveness Department, LAS

10.45 – 11.00 Coffee Break

11.00 – 12.00 **Presentation and Discussion of WIPO-LAS Awareness Raising Cartoons**

Speakers: Dr. Maha Bakhiet Zaki

Ms. Zain Al Awamleh, Director, Industrial Property Protection Directorate, Amman, Jordan

Moderator: Mr. Thomas Dillon

12.00 – 12.30 Coffee Break

12.30 – 13.30 **Building Respect for IP: National Experiences**

Speakers: Mrs. Zain Al Awamleh

The representatives of other Intellectual Property Offices

Moderator: Mr. Walid Abdelnasser

13.30 – 14.00 **Interactive Discussion on Presented Topics**

All participants

Moderators: Dr. Maha Bakhiet Zaki

Mr. Thomas Dillon

Wednesday, May 27, 2015

9.00 – 9.30 **Consumer Attitudes and Perceptions**

Speaker: Mr. Thomas Dillon

9.30 – 10.15 **How IP Can Encourage and Benefit Entrepreneurship**

Speakers: Local Entrepreneurs

Moderator: Dr. Maha Bakhiet Zaki

10.15 – 10.45 Coffee Break

10.45 – 11.15 **Raising Public Awareness: WIPO's Role and Approach**

Speaker: Mr. Thomas Dillon

11.15 – 12.00 **Awareness Raising as a Non-Punitive Preventive Measure: The South African Experience**

Speaker: Ms. Amanda Lotheringen

12.00 – 12.15 Coffee Break

12.15 – 13.00 **Formulating a Public Awareness Campaign: Small Group Practical Training Session**

All participants

Moderator: Mr. Thomas Dillon

13.00 – 13.45 **Roundtable Discussion on Key Messages and Future Strategies**

All participants

Moderators: Dr. Maha Bakhiet Zaki
Mr. Walid Abdelnasser

13.45 – 14.00 Closing Ceremony

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