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## REGIONAL CONFERENCE

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**WIPO/IP/CAI/23/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: MARCH 5, 2023**

### **Under the High Patronage of His Excellency President Abdel Fattah El-Sisi, President of the Arab Republic of Egypt**

### **WIPO Arab Regional Conference on IP Trends in the Traditional and Digital Environments**

organized

by the World Intellectual Property Organization (WIPO)

and

the Ministry of Justice of the Arab Republic of Egypt

**Cairo, March 5 to 7, 2023**

### **PROGRAM**

*prepared by the International Bureau of WIPO*

Day 1: March 5, 2023

**9.00 – 9.30      Opening Ceremony**

*Master of Ceremonies:*

Jasmine Taha, TV Presenter

H.E. Omar Marwan, Minister of Justice, Arab Republic of Egypt

Daren Tang, Director General, World Intellectual Property Organization (WIPO) [via pre-recorded video]

H.E. Mostafa Madbouly, Prime Minister, Arab Republic of Egypt

**9.30 – 10.00      Ministerial Panel**

H.E. Aly Al-Moselhi, Minister of Supply and Internal Trade

H.E. Omar Marwan, Minister of Justice, Arab Republic of Egypt

H.E. Amr Talaat, Minister of Communications and Information Technology

H.E. El-Said El-Qoseir, Minister of Agriculture and Land Reclamation

H.E. Mohamed A. Ashour, Minister of Higher Education and Scientific Research

H.E. Nevine Y. El-Kilani, Minister of Culture

Sylvie Forbin, Deputy Director General, WIPO

Arab Ministers of Justice

**10.00 – 11.00      Coffee break**

**11.00 – 12.30      Session 1: Unlocking Business Potential through the IP system**

- The role of fiscal initiatives in supporting creativity and promoting investments
- Enforcing your IP rights: recognizing the harms posed by counterfeit goods
- Egypt's vision in supporting IP to encourage creativity, innovation and investments
- Enhanced access to justice in IP disputes and its impact in attracting investors
- Protecting your competitive advantage and using your IP to generate revenue
- Competing with free content is virtually impossible – piracy's impact on creators and particularly small business

*Moderator:*

Mohamed Hegazy, Senior Consultant for Public Policy and Regulatory Affairs, Intellectual Property Expert, Egypt

*Speakers:*

Mohamed El-Etreby, Head, Union of Arab Banks, Egypt

Ibrahim Ashmawy, Deputy Minister of Internal Trade and Supply; Head of Internal Trade Development Authority, Egypt

Amin Magdy Amin, Member of Cabinet Legal Advisory Council, Chairman of the Committee for Formulating the National IP Strategy, Egypt

Ahamed Khairy, Assistant Minister of Justice, Specialized Courts, Egypt

Hesham Wahby, Chief Executive Officer, Cultiv LLC, Egypt

Franck Kacou, Director General, Universal Music Africa, Côte d'Ivoire

**12.30 – 14.00    Session 2: Judging in a Fast-Changing IP Landscape**

- WIPO's work with judiciaries and the role of transnational judicial dialogue
- New problems coming to judges in the digital era
- Judicial perspective on the role of IP in stimulating innovation
- Judicial role in market structuring and alleviating commercial uncertainties
- Adjudicating in a cross-border IP environment

*Moderator:*

Bassem Awad, Assistant Professor, Faculty of Law, Western University, Canada; Former Judge, Court of Appeal, Egypt

*Speakers:*

Nahal Zebarjadi, Legal Officer, WIPO Judicial Institute, IP and Innovation Ecosystems Sector, WIPO

Mohamed Abdel Alaal, Secretary General, Supreme Committee of Legislative Reform, Egypt

Souad El Farhaoui, Judge, Director of Education, Higher Institute of Magistracy, Morocco

Mostapha Ahmed Farag, Judge, Economic Court, Egypt

**14.00 – 15.30    Lunch break**

**15.30 – 17.00    Session 3: Emerging Issues in Copyright: National Economic and Social Development [The Publishing Industry]**

- The publishing industries and content piracy: the most significant threat in the digital era
- Challenges facing the Arab publishing industry
- The publishing industry and its role in national development
- Role of the judiciary against piracy and challenges faced in the digital era
- AI and the metaverse

- Management of rights in the digital era

*Moderator:*

Sherine Greiss, Senior Program Management Officer, Copyright Development Division, Copyright and Creative Industries Sector, WIPO

*Speakers:*

Majd Al Shehhi, Director, Emirates Reprographic Rights Management Association (ERRA), United Arab Emirates

Mohamed Rashad, President, Arab Publishers Association, Egypt

Mohamed Afifi, Professor of Contemporary & Modern History and Writer, Egypt

Amal Ammar, Assistant Minister of Justice for Human Rights, Women and Child Affairs; Member of the National Council of Women, Egypt

Hisham Azmi, President, Secretary-General, Supreme Council of Culture, Egypt

Samuel Sangwa, Regional Director for Africa, International Confederation of Societies of Authors and Composers (CISAC), France

**19:00 – 21:00 Evening Program:**

Dinner (offered by the Ministry of Justice, Arab Republic of Egypt)  
Venue: Cairo Tower, Revolving Restaurant

Day 2: March 6, 2023

**9.00 – 10.30 Session 4: Emerging Issues in Copyright: National Economic and Social Development [The Music and Film Industries]**

- The film industry in the Arab world
- Evolution of music piracy and its effect on demand, supply and welfare
- Music in the digital era: business platforms
- AI and copyright protection: a new challenge
- Role of the judiciary in the fight against copyright infringements
- Case Study: seeking judicial protection for right holders in the music industry

*Moderator:*

Samuel Sangwa, Regional Director for Africa, International Confederation of Societies of Authors and Composers (CISAC), France

*Speakers:*

Khaled Abdel Jalil, Advisor to the Minister of Culture for Cinema Affairs, Egypt

Rawan Al-Dabbas, Regional Director, IFPI Middle East and North Africa, United Arab Emirates

Franck Kacou, Director General, Universal Music Africa, Côte d'Ivoire

Ahmed Tantawi, Director, Applied Innovation Center, Ministry of

Communication and Information Technology, Egypt

Nehad Al Husban, President, Amman Court of First Instance, Jordan

Hany Shenouda, Music Composer, Egypt

**10.30 – 11.00 Coffee break**

**11.00 – 12.00 Session 5: Emerging Issues in Trademarks**

- Trademarks in the metaverse
- Building reputation and image in the global marketplace
- Grounds for trademark revocation
- Factors in determining likelihood of confusion
- Metaverse in IP education

*Moderator:*

Ibrahim Ashmawy, Deputy Minister of Internal Trade and Supply; Head of Internal Trade Development Authority, Egypt

*Speakers:*

Hassan El Gemei, Lawyer and Professor of Civil Law, Cairo University, Egypt

Amy & Timmy Mowafi, Founders of CairoScene and NFTYScene, Egypt

Shady H. Al Wakeel, Judge, Council of State, Egypt

Souad El Farhaoui, Judge and Director of Education, Higher Institute of Magistracy, Morocco

Mohamed Badreldin, Consultant, Distance Learning Program, WIPO Academy, Regional and National Development Sector, WIPO

**12.00 – 13.30 Session 6: Emerging Issues in Patents and Technology**

- Inventorship and subject-matter eligibility in AI-generated inventions
- The contours of trade secret protection and its interface with patents
- Technology transfer trends: patent pools and licensing deals
- Flexibilities in the patent system to address global challenges
- Patents and technological development

*Moderator:*

Rolande Rabeh Rateeb, Member, Arbitration and International Litigation, Ministry of Justice, Egypt

*Speakers:*

Sam Granata, Judge, Court of Appeal, Belgium; Benelux Court of Justice, Luxembourg, Local Division, Unified Patent Court, Belgium

Mohamed Hegazy, Senior Consultant for Public Policy and Regulatory Affairs, Intellectual Property Expert, Egypt

Shady H. Al Wakeel, Judge, Council of State, Egypt

Mona Yahia, President, Patent Office, Ministry of Higher Education and Scientific Research, Egypt

**13.30– 15.00      Lunch break**

**15.00 – 16.30      Session 7: IP Enforcement: A Balancing Act**

- The International Legal Framework for IP Enforcement: Part III of the TRIPS Agreement
- Customs: the first line of defense against counterfeit and pirate goods
- The role of the prosecutor in seeking justice: the international perspective
- The role of the prosecutor in seeking justice: the national perspective
- The victim's perspective and their role in the enforcement process
- Balancing societal interests and the interests of IP owners, large and small

*Moderator:*

Mohamed Al-Kamali, Director General, Institute of Training and Judicial Studies, United Arab Emirates

*Speakers:*

Samer Al Tarawneh, Legal Counsellor, Building Respect for IP Division, Global Challenges and Partnerships Sector, WIPO

Ibrahim Ashmawy, Deputy Minister of Internal Trade and Supply; Head of Internal Trade Development Authority, Egypt

Nathan Brooks, International Computer Hacking & Intellectual Property (ICHIP) Attorney, United States Department of Justice, US Embassy, Romania

Mohamed Al Said Samra, Attorney General for Economic Affairs and Money Laundering Prosecution, Egypt

Ayman Hossam El-Din, Chairman, Consumer Protection Agency, Egypt

Hossam A. El Saghir, Professor of Commercial, Maritime, and Intellectual Property Laws, Faculty of Law, Helwan University, Egypt

**19:00 – 21:00      Evening Program:**

Sound and Lights at the Pyramids, Giza

Day 3: March 7, 2023

**9.00 – 10.00      Session 8: Cutting-Edge Management of IP Disputes and Alternative Dispute Resolution**

- Influence of technology in judicial case management
- Mediation to resolve IP and technology disputes: court perspective
- Mediation to resolve IP and technology disputes: practitioner perspective
- Overview of small claims IP tribunals

*Moderator:*

Marian Kaldas, Executive Director, Center for Arbitration and Settlement of Non-Banking Financial Disputes, Egypt

*Speakers:*

Mostafa El Bahabety, Deputy Minister of Justice for Arbitration and International Disputes; Commissioner of the High Council of International Arbitration, Egypt

Sam Granata, Judge, Court of Appeal, Belgium; Benelux Court of Justice, Luxembourg; Local Division, Unified Patent Court, Belgium

Ahmed Abou Ali, President of the Association for the Protection of Intellectual Property; Partner in Hassouna and Abou Ali law firm, Egypt

Nahal Zebarjadi, Legal Officer, WIPO Judicial Institute, IP and Innovation Ecosystems Sector, WIPO

**10.00 – 10.30      Coffee break**

**10.30 – 12.00      Session 9: Enforcement of IP in the Digital Environment: Strategies and Tools to Combat Online Counterfeiting and Piracy**

- The nature of online IP infringement
- Practices and challenges in the investigation of online infringement – experience at the international level
- The role of the regulatory bodies in enforcing IP in the digital era
- The role of right holders in the fight against counterfeiting and piracy
- The fight against streaming fraud and manipulation
- Remedies for online infringement

*Moderator:*

Ghada Salah Eldin, Judge, New Cairo Court, Egypt

*Speakers:*

Samer Al Tarawneh, Legal Counsellor, Building Respect for IP Division, Global Challenges and Partnerships Sector, WIPO

Nathan Brooks, International Computer Hacking & Intellectual Property (ICHIP) Attorney, United States Department of Justice, US Embassy, Romania

Assem El Shereef, Director of the Copyright Investigation Department and IP Protection, Egypt

Rawan Al-Dabbas, Regional Director, IFPI Middle East and North Africa, United Arab Emirates

Franck Kacou, Director General, Universal Music Africa, Côte d'Ivoire

Bassem Awad, Assistant Professor, Faculty of Law, Western University, Canada; Former Judge of Court of Appeal, Egypt

**12.00 – 12.30 Special Address:**

Mohamed El Sweidi, Chairman, Federation of Egyptian Industries, Egypt

**12.30 - 13.30 Session 10: Judicial Approaches to Remedies**

- Conditions and types of provisional and permanent injunctions
- Evidentiary basis for establishing damages and the challenges of calculating damages
- Handling cross-border elements, including enforcement of foreign IP judgments
- Assessing public interest considerations when determining remedies

*Moderator:*

Nahal Zebarjadi, Legal Officer, WIPO Judicial Institute, IP and Innovation Ecosystems Sector, WIPO

*Speakers:*

Sadek Adel Salam, President, Alexandria Economic Court, Egypt

Nehad Al Husban, President, Amman Court of First Instance, Jordan

Bassem Awad, Assistant Professor, Faculty of Law, Western University, Canada; Former Judge of Court of Appeal, Egypt

**13.30 – 15.00 Lunch break**

**15.00 – 16.00 Session 11: Regional Cooperation in Building Sustainable IP Ecosystems**

- WIPO's contribution to the development of an efficient and sustainable IP ecosystem
- Mutual legal assistance within the Arab region
- Regional courts and specialization of IP judiciaries
- Regional cooperation for the protection of cultural heritage

*Moderator:*

Mohamed Khalil, Counselor, Member, Arbitration and International Litigation, Ministry of Justice, Egypt

*Speakers:*

Sylvie Forbin, Deputy Director General, WIPO



Hossam Sadek, Vice Minister of Justice for International Cooperation, Egypt

Mohamed Al-Kamali, Director General, Institute of Training and Judicial Studies, United Arab Emirates

Gihane Zaki, Member of Parliament, Foreign Relations Committee, Egypt

**16.00 – 16.30 Closing Ceremony**

*Closing statements by:*

Sylvie Forbin, Deputy Director General, WIPO

H.E. Omar Marwan, Minister of Justice, Arab Republic of Egypt

**19:00 – 21:00 Evening Program:**

Cairo Opera House

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