



**ORIGINAL: ENGLISH**  
**DATE: NOVEMBER 4, 2022**

## **Madrid Working Group Roundtable**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, November 10, 2022**

PROVISIONAL PROGRAM

*prepared by the International Bureau*

Thursday, November 10, 2022

10.00 Welcome by the International Bureau of the World Intellectual Property Organization (WIPO)

10.00 – 10.15 **Topic 1: Update on the Latest Developments of the Madrid System**

- Latest Developments

Speakers: Representatives of the International Bureau of WIPO

10.15 – 11.30 **Topic 2: Changes in the Operations of the International Bureau**

- Update on Changes in the Operational Part of the International Bureau
- Status of Data Exchange with Offices (including e-Filing)
- Update from Offices

Speakers: Representatives of the International Bureau of WIPO  
Representatives from Intellectual Property (IP) Offices

11.30 – 11.45 Coffee Break

11.30 – 12.00 **Topic 3: New Madrid IT Platform**

Status of the Work on the Platform: What Has Been Completed and What Is Coming up

Speakers: Representatives of the International Bureau of WIPO

12.00 – 13.00 **Topic 4: eMadrid**

- Online tools
- Experiences by Users

Speakers: Representatives of the International Bureau of WIPO

13.00 – 15.00 Lunch Break

15.00 – 15.45

**Topic 5: Marketing and Promotion of the Madrid System**

- The new Approach for Marketing and Promotion
- Use of Data Analytics as a Tool for Marketing and Promotion
- Cooperation with Offices

Speakers: Representatives of the International Bureau of WIPO  
Representatives from IP Offices

15.45 – 16.45

**Topic 6: Sharing of Information by IP Offices**

- Information from Offices on Activities They Are Undertaking, Challenges They Are Facing, Projects They Are Launching etc.
- Exchange of Views of Development in Offices
- Information from Offices of new Contracting Parties

Speakers: Representatives from IP Offices

16.45 – 17.00

Coffee Break

17.00 – 18.00

**Visit to the Madrid System Exhibition in the NB Building**

[End of document]