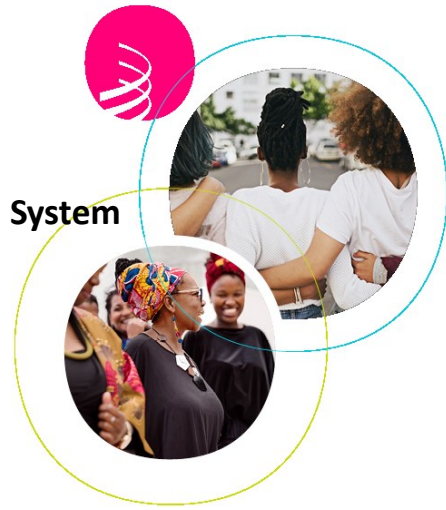


## Women Entrepreneurs: Boost Your Business with the Madrid System

Organized by the World Intellectual Property Organization (WIPO)

**Geneva, Online Event, Tuesday, April 25, 2023**  
**15 p.m. – 17.30 p.m. Geneva time (CET)**



15.00 – 15.10 Welcome Addresses and Pre-recorded Messages by:

Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, World Intellectual Property Organization (WIPO), Geneva, Switzerland

Ms. Vivienne Katjuongua, Chief Executive Officer, Business and Intellectual Property Authority (BIPA), Ministry of Industrialization and Trade (MIT), Windhoek, Namibia

Ms. Grace Issahaque, Registrar-General, Registrar General's Department, Ministry of Justice, Accra, Ghana

Moderator: Ms. Tetyana Badoud, Senior Legal Officer, Madrid Legal Division, Madrid Registry, Brands and Designs Sector, WIPO

15.10 – 15.20 Brief Overview of the Madrid System

Speaker: Ms. Debbie Roenning, WIPO

15.20 – 15.55 Adding Value to Your Business by Protecting Your Trademark – Experiences from Women Entrepreneurs, Owners of National Trademark Registrations

Speakers: Ms. Reginah Valentine, Botswana

Ms. Star Precious Jenami, Zimbabwe

Questions & Answers

15.55 – 16.15 Protecting Your Mark Abroad: From National to International Trademark Registration with the Madrid System: the International Trademark System – An Attorney's Perspective

Speaker: Ms. Brenda Kahari, Trademark Attorney, Zimbabwe

Questions & Answers



16.15 – 17.10 Boosting Your Business Using Trademark Protection with the Madrid System – Success Stories from Women Entrepreneurs, Owners of International Trademark Registrations

Speakers: Ms. Rhona Eastman-Jack, Trinidad and Tobago

Ms. Angelique Karekezi, Rwanda

Ms. Maingaila Moono, Zambia

Questions & Answers

17.10 – 17.25 Discussion and Comments

17.25 – 17.30 Closing Remarks





**Ms. Vivienne Katjuongua  
Namibia**

Chief Executive Officer, Business and Intellectual Property Authority (BIPA), Ministry of Industrialization and Trade (MIT)

[Read more about Ms. Katjuongua.](#)



**Ms. Grace Issahaque  
Ghana**

Registrar-General, Registrar General's Department, Ministry of Justice

[Read more about Ms. Issahaque.](#)

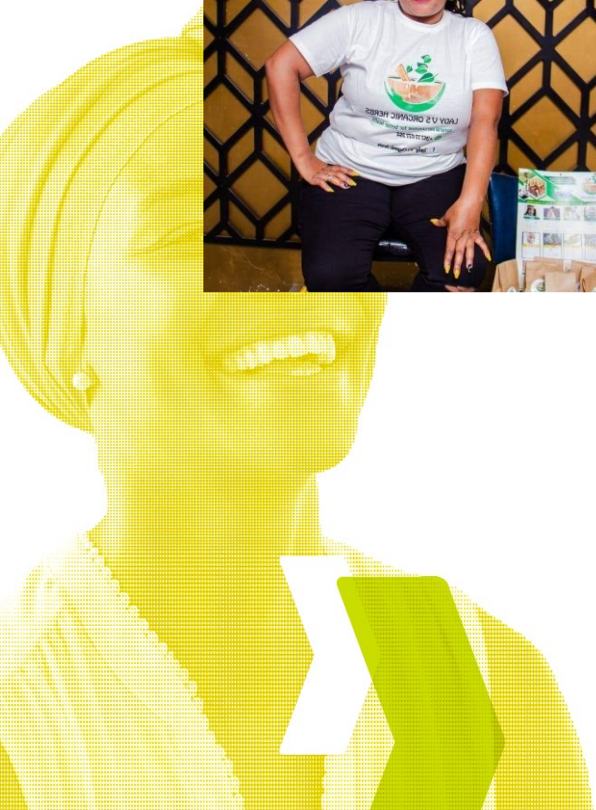


**Ms. Reginah Valentine  
Botswana**

Owner of "LADY V'S ORGANIC HERBS"  
(National Registration, Botswana)

Entrepreneur, Chief Executive Officer,  
Founder and Director of VALENTINES  
COMPLIMENTS (PTY) Ltd., LADY V'S  
ORGANIC HERBS

[Read more about Ms. Valentine.](#)





**Ms. Star P. Jenami**  
**Zimbabwe**

Owner of “INTERFOODS – Goodness in a Can” (National Registration, Zimbabwe) and “The Chief’s Pantry – Randhurst Grange” (National Registration Zimbabwe)

Managing Director of CITRUSVILLE ENTERPRISES PVT LTD.

[Read more about Ms. Jenami.](#)



**Ms. Brenda Wood Kahari**  
**Zimbabwe**

Founder of B.W. KAHARI, a law firm established since 1986, which specializes in intellectual property and commercial transactions.

[Read more about Ms. Kahari.](#)

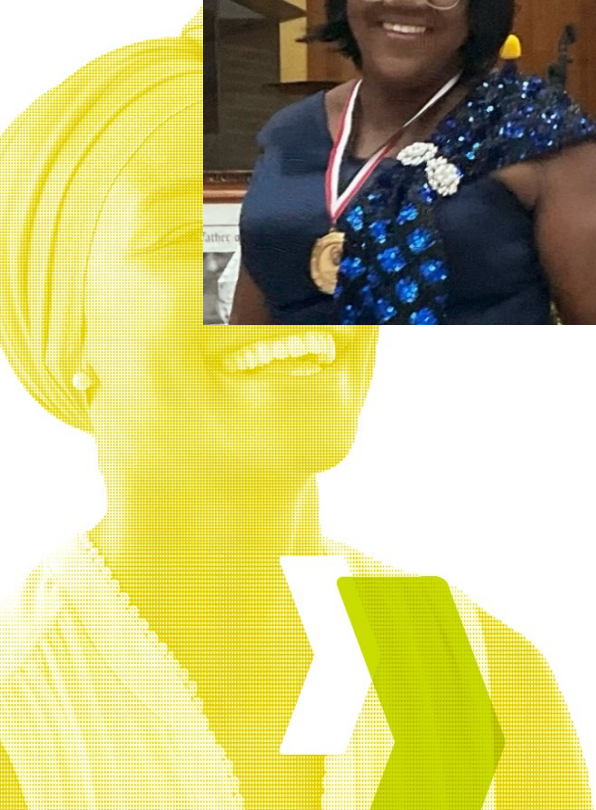


**Ms. Rhona Eastman-Jack**  
**Trinidad and Tobago**

Owner of the mark “U Dazzle” (International Registration through the Madrid System).

Founder of U-Dazzle  
Inventor of the “U-Dazzle” Fashion Ruler.

[Read more about Ms. Eastman-Jack.](#)





**Ms. Angelique Karekezi**  
**Rwanda**

Managing Director of RWASHOSCCO LTD., Rwanda Small Holder Specialty Coffee Farmers Company.

RWASHOSCCO LTD. is the owner of the mark “ANGELIQUE’S FINEST” (International Registration through the Madrid System).

[Read more about Ms. Karekezi.](#)



**Ms. Maingaila Moono**  
**Zambia**

Owner of the mark “M’simbi” (International Registration through the Madrid System).

Founder of M’SIMBI GROUP LIMITED – Subsidiary Companies (M’SIMBI STORES LTD AND EQWPE CLOTHING LIMITED).

[Read more about Ms. Moono.](#)

