

# Heads of Intellectual Property Office Conference (HIPOC) for Pacific Island Countries

October 23–26, 2023





FIJI INTELLECTUAL PROPERTY OFFICE,  
MINISTRY OF JUSTICE



JAPAN PATENT OFFICE



**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## REGIONAL CONFERENCE

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**WIPO/HIPOC/SUV/23**  
**ORIGINAL: ENGLISH**  
**DATE: SEPTEMBER 1, 2023**

# Heads of Intellectual Property Office Conference (HIPOC) for Pacific Island Countries: Towards a Regional Intellectual Property (IP) Strategy and Initiative for Entrepreneurs and Innovators in and from the Pacific Islands

organized by the World Intellectual Property Organization (WIPO)  
in cooperation with the Fiji Intellectual Property Office, Ministry of Justice  
with the assistance of the Japan Patent Office (JPO)

**Suva, Fiji, October 23, 24 and 26, 2023**

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### WHAT YOU'LL EXPERIENCE

There will be discussions at the macro level involving the 14 island countries. The recipients of WIPO technical assistance will share their business insight and experience. They will facilitate discussions on customer discovery, intellectual property and working with WIPO.

- Mailelani, a family-owned body and skincare business preparing for the next generation of growth and positioning the brand “Experiencing Polynesia in a bottle,” exports to markets in Australia, New Zealand and beyond.
  - Eveni Carruthers, also a family business for over 90 years, starting as a trading company but eventually becoming one of the largest apparel companies in Samoa and neighboring countries.
  - Vaoala Vanilla, a business of more than 16 years turning passion into a full-time job is the sole vanilla farmer and producer of Samoa, aiming to be a global organic vanilla supplier.
  - KOKOan@, established in 2029 selling organic, raw, 100% cacao paste using a unique innovative process, which is gaining huge following and demand.
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### WHO SHOULD ATTEND

Founders of business, SMEs, CEOs, senior managers, executives, directors, heads of operating units, leaders/practitioners, from business, education, government, health care, and nonprofit sectors with an interest in personal learning and organizational improvement.

Monday, October 23, 2023

- 8.00 – 8.30 Registration
- 8.30 – 9.00 **Opening ceremony**
- Introductory remarks by:
- A representative by the Fiji IPO (TBD)
- Welcome addresses by:
- A High-ranking representative from Fiji (TBD)
- Deputy Secretary General, Pacific Islands Forum Secretariat (PIFS- TBC)
- Mr. Kenji MIHARA, Director of Intellectual Property, Japan External Trade Organization (JETRO) Singapore
- Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific (DAP), WIPO, Geneva
- 9.00 – 10.00 **Topic 1** **Protection of Geographical Indications (GI): Picking up from where we left off on KAVA for a regional and a national strategy that goes hand in hand**
- Speaker: Representative from Lisbon Registry, Brands and Design Sector, WIPO (already in Fiji)
- 10.00 – 10.30 **Roundtable Discussion**
- Speaker: Representative from Lisbon Registry, Brands and Design Sector, WIPO (already in Fiji) with active participation of countries and PIFS
- 10.30 – 11.00 Tea/Coffee Break
- 11.00 – 11.30 **Topic 2** **Zooming Out: WIPO's Mid-term Strategic Plan: How it Benefits Entrepreneurs and Innovators, especially the Women and Youth and WIPO's existing support initiatives especially women and the youth**
- Speaker: Mr. Andrew M. Ong
- 11.30 – 12.30 **Roundtable Discussion**
- Moderator: Mr. Andrew M. Ong
- 12.30 – 14.30 Lunch Break and Networking
- 14.30 – 17.00 **Country Presentations** **The State of IP in the Pacific Islands and the Priority Areas for Development**  
*A brief presentation by each representative of the IP Office (one-by-one)*

Moderator: Mr. Andrew M. Ong

17.00 – 17.30 **Recap and Synthesis**

Speaker: Mr. Andrew M. Ong

18.30 – 20.30 WIPO Reception

Tuesday, October 24, 2023

8.30 – 9.00 **Review of Day 1 and Springboard to Designing Interventions**

Speaker: Mr. Mark Robert Dy

9.00 – 10.30 **Topic 3 Zooming in on Actual Cases and Past Experiences on Assisting Entrepreneurs and Innovators**

**SME Introductions – 3-4 min each person - to Connect to the Audience**

- Who we are / What do we do?
- Origins – how we got started?  
- Business Stage
- Major struggles / challenges / needs (will be explored in-depth later).

**Introduction to Customer / Market Discovery:**

- What is Customer Discovery / Experience?
- SME Perspective:
  - How can it help SMEs increase sales and profits?
  - Expand to new markets?
  - Facilitate international discovery of local branded products?
- IP Perspective – Andrew Ong
  - How can IP Professionals bridge their knowledge, expertise, resources and networks with SMEs needs?

**How Do You Conduct Customer Discovery?**

What is required?

- Debrief: Pre-Workshop Activity: Customer Discovery with a Family Member / Colleague

10.30 – 10.45 Tea/Coffee Break

10-45 – 12.30 **Roundtable Discussion, Exercises and Action Learning**



Speaker: Mr. Shawn Randall Fisher  
Mr. Mark Robert Dy  
with active participation by country participants

Activity 1 - Short remarks from Four (4) Companies in Samoa about Business Needs, Challenges and Business Models (5 min each company)

1. Apparel
2. Body care / Skincare
3. Chocolates
4. Vanilla

Activity 2 – Questions Posed to Panel + Facilitated Debrief of Presentations – Insights, Surprises Opportunities and Encouragement

12.30 – 14.00 Lunch Break

14.00 – 17.00 **Roundtable Discussion, Exercises and Action Learning (cont'd.)**

Activity 1 - Participants Conduct Customer / Market Discovery Interviews with Each Other

Activity 2 - Facilitated Debrief of Customer / Market Discovery Interviews

- Findings, Insights and Identification of Opportunities for Collaboration; Discussion of Resources, including UN / WIPO / Networks to Support the Pacific Islands community

Speaker Facilitated Discussion

### **Feedback, Recap and Synthesis**

Speaker: Mr. Shawn Randall Fisher

Benefits of Customer Discovery for Business Growth / Expanding to New Markets

Go-Forward Activities

WIPO Planning, Networks and Resources

– Facilitating Value and Collaboration between IP Professionals and SMEs; Sustainability and Continuity in the Pacific Islands region.

17.30 End of day 2

Wednesday, October 25, 2023 See separate program attached.

