



BUSINESS AND INTELLECTUAL  
PROPERTY AUTHORITY (BIPA)



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## NATIONAL WORKSHOP

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**WIPO/IP/DEV/WDH/18/INF/1/PROV.1**  
**ORIGINAL: ENGLISH**  
**DATE: JANUARY 30, 2018**

# National Workshop on Tourism, Development and Intellectual Property: The Tourism Industry Perspective

organized by  
the World Intellectual Property Organization (WIPO)

and  
the Business and Intellectual Property Authority (BIPA)

**Windhoek, February 14, 2018**

PROVISIONAL PROGRAM

*prepared by the International Bureau Of WIPO*

Wednesday, February 14, 2018

- 8.30 – 9.00 Registration of participants and guests
- 9.00 – 9.30 Opening Ceremony and welcome addresses by:
- The representative of the Business and Intellectual Property Authority (BIPA), Windhoek
- The representative of the Steering Committee (or other authority), Windhoek
- The representative of the Ministry of Tourism of the Republic of Namibia, Windhoek
- The representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.30 – 10.00 **Session 1** **The Intellectual Property (IP) system in Namibia: an Introduction to Relevant IP Rights**
- Speaker: From Business and Intellectual Property Authority BIPA
- 10.00 – 10.30 **Session 2** **The Link Between IP, Tourism and Culture in the Framework of Sustainable Development**
- Speaker: Ms. Francesca Toso, Senior Advisor, Office of the Deputy Director General, Development Sector, WIPO
- 10.30 – 11.15 **Session 3** **Presentation of the National Study on *the Use of IP in the Promotion of Tourism and Cultural Heritage in Namibia* and its Recommendations**
- Speakers: Dr. Erling Kavita, Associate Dean and Head, Department of Hospitality and Tourism, Namibia University of Science and Technology (NUST), Windhoek
- Mr. Moses Molatendi Moses, Senior Executive Consultant, TTT IP Consulting Agency cc, Windhoek
- 11.15 – 11.30 Pause
- 11.30 – 12:15 **Session 4** **Making Namibia a Competitive and Attractive Tourist Destination in the World: The Industry Perspective**
- Speaker: A Branding expert (to be confirmed)
- 12.15 – 13.00 **Session 5** **Using IP to Leverage Namibia's Tourism Competitive Advantage: Case Studies**
- Cluster 1: Cultural Tourism (to be confirmed)

Cluster 2: Eco-tourism (to be confirmed)

13.00 – 14.30 Pause

14.30 – 16.30 **Session 6**

**Parallel Workshops by Clusters on the  
Identification of Specific Projects for Tourism  
Promotion, Based on the Use of IP**

Cluster 1: Cultural Tourism

Cluster 2: Eco-tourism

16.30 – 17.30 **Session 7**

Presentation of a Plan of Action and Conclusions

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