



INTELLECTUAL PROPERTY  
OFFICE OF SINGAPORE



MINISTRY OF FOREIGN AFFAIRS  
SINGAPORE  
SINGAPORE COOPERATION PROGRAMME



WIPO  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

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## REGIONAL WORKSHOP

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# **Effective Strategies for Intellectual Property (IP) Public Education and Awareness Campaigns**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Singapore Cooperation Programme of the Singapore Ministry of Foreign Affairs

and with the assistance of  
the Intellectual Property Office of Singapore (IPOS)

**Singapore, October 19 and 20, 2011**

## LIST OF SPEAKERS

*prepared by the Secretariat*

## VERA CASTANHEIRA

Ms. Castanheira is currently the Attaché of the State Secretary of Culture in Portugal, for the Presidency of the Council of Ministers. She is responsible for drafting and revising copyright legislation, and works on the definition of copyright policies and strategies for creative industries. Since 2003 until 2011, Ms. Castanheira was the Executive Director of AGE COP, the collective management society responsible for collection and management of private copy remunerations, representing authors, artists, music producers, audiovisual producers, book publishers and media publishers. She was responsible for collection and distribution, delegate management, legal affairs and representation, namely for the management of relationships with industry, consumers and public bodies, as well as cooperation in national and European legislative procedures and public consultations.

Since 2009, she is responsible for creative conception and worked as Project Manager of Grande ©/Big ©, an innovative digital literacy project for copyright and creativity designed for teachers and students from 12 to 20 years old. She was responsible for design of concept and strategy of the project, including negotiation of partnerships and institutional sponsors, marketing, PR and communication in traditional and social media. Responsible for all written materials and direction of vídeos, as well as for the Experience Creation events. She developed and lectured training sessions for teachers, as well as pedagogical contents. Ms. Castanheira created the concept of Little Big ©, which is a copyright literacy project based on a pure creative approach, to launched in September 2011 for teachers and students aged 6 to 12. The project is promoted in partnership with Fundação Gulbenkian, a very renowned cultural and scientific institution, and will enable literacy for creation as a way to explain copyright to young children.

She was a Board Member of MAPiNET, a coalition to work towards integrated strategies to protect copyright in the digital era and fight against illegal digital uses of cultural and informative works on the Internet, as a cause of damage to creators and creative industries that compromises cultural and informative diversity in a near future.

Ms. Castanheira has a degree in Law and a post graduation in Management and Corporate Law.

## OMAR KATBI

Mr. Katbi is the Head of the Outreach Services Section at the World Intellectual Property Organization (WIPO). He is responsible for the Organization's Outreach Activities, Awards Program and Publications. He oversees a range of cooperative efforts with WIPO's Member States and the private sector aimed at promoting a better understanding of intellectual property. Mr. Katbi joined WIPO in 1998 and has worked in the Communications Division ever since. Prior to joining WIPO, Mr. Katbi has worked for the United Nations Compensation Commission and the World Food Program. He studied business administration and marketing in the United States and Lebanon. He speaks Arabic, English, French, Italian and Portuguese.

## PETER WILLIMOTT

Mr. Willimott is an experienced communications professional, having worked across a variety of industries in both the public and private sectors. He has led a number of large communication projects both in Australia and in the Asia Pacific region, resulting in significant outcomes.

He is the Director of IP Australia's Marketing & Customer Engagement Section which consists

of 15 people. He is responsible for the development and implementation of a range of outreach strategies and resources designed to raise awareness of IP issues amongst the business and general community in Australia.

Before joining IP Australia, Mr. Willimott worked for one of the largest law firms in Australia as their Business Development Manager.

#### YUEN KUM CHEONG

Mr. Yuen started his working career as a landscape architect and subsequently in greenery planning and policy work in Singapore. He has completed several landscape projects as well as worked on skyrise greenery policy and projects. Moving on to the creative industry, he was involved in research and policy work in the arts industry, as well as led in arts audience development initiatives, involving schools and the community, in the performing arts, visual arts and literary arts.

After completing his Asia-Pacific Executive MBA programme, Mr. Yuen joined IPOS as the Director of the Public Outreach Department and the Public Relations Department. Under his leadership, the Public Outreach Department developed public IP education and awareness strategies and implemented an integrated approach to public outreach initiatives, targeting specifically the young and the internet-savvy.

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