



LOGO TEXT

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**WEBINAR**

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**WIPO/IP/SMES/GE/21**  
**ENGLISH**  
**DATE: JULY 8, 2021**

**National Dialogue on Branding for Islamic Republic of Afghanistan**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva (Switzerland), July 28, 2021 at 11:30 a.m. Geneva Time**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, July 28, 2021

**Note: All Times are in Central European Time. The equivalent time in the participants' time zones is as follows – starting time from “Opening and Introductory Remarks”:**

Afghanistan – 02.00 p.m. (starting time of the meeting)

- 11.15 – 11.30      Opening of the Platform for the participants to join the meeting
- Introductory remarks:
- 11:30 – 11:45      Mr. Andrew M. Ong, Director, Division for Asia and the Pacific (ASPAC), Regional and National Development Sector, World Intellectual Property Organization (WIPO), Geneva
- Mr. Ibrahim Shams, Director General of Afghanistan Central Business Registry & Intellectual Properties (ACBR-IP), Ministry of Industry and Commerce (MOIC), Kabul, Islamic Republic of Afghanistan
- 11:45 – 12:00      **Topic 1**                      **A General Overview of the EIE Brands and Design Project and Branding Strategy**
- Speaker:      Mr. Mahmoud Esfahani Nejad, Counsellor, ASPAC, WIPO (in Persian Language)
- 12.00 – 12.30      **Topic 2**                      **The importance of Branding for Promoting Goods and Services in Local, Regional and International Markets. Summary of the Aims of Brand Strategy Webinars**
- Speaker:      Mr. Giulio Zanetti, International Consultant
- 12:30 – 12:45      Questions and Answers
- 12:45 – 13:00      Conclusion and the way ahead, WIPO and ACBR-IP