



BUSINESS AND INTELLECTUAL  
PROPERTY AUTHORITY (BIPA)



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## NATIONAL WORKSHOP

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**WIPO/RT/IP/WDH/18/INF/1/PROV.1**  
**ORIGINAL: ENGLISH**  
**DATE: JANUARY 31, 2018**

## **National Roundtable on Intellectual Property, Tourism and Culture: Policy Options for Sustainable Development in Namibia**

organized by  
the World Intellectual Property Organization (WIPO)

and  
the Business and Intellectual Property Authority (BIPA)

**Windhoek, February 15, 2018**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, February 15, 2018

9.00 – 9.15		Introduction of participants
9.15 – 10.00		<b>Intellectual Property (IP) in Tourism and Culture in Namibia - Project Implementation and Expected Results: A Progress Report and a Roadmap for Future Action</b>
	Speaker:	BIPA Representative  Ms. Francesca Toso, Senior Advisor, Office of the Deputy Director General, Development Sector, WIPO
10.00 – 10.30		<b>Main Findings and Recommendations from the National Study on <i>the Use of IP in the Promotion of Tourism and Cultural Heritage in Namibia</i></b>
	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
10.30 – 11:30		<b>Making Sri Lanka a Competitive and Attractive Tourist Destination in the World: Strategies and Challenges for Tourism Vision 2025</b>
	Speakers:	The representative of the Ministry of Tourism of the Republic of Namibia  A Branding expert (to be confirmed)
11.30 – 12.15	<b>Open Discussion:</b>	<b>Prospects for the Integration of Recommended IP Strategies in Sri Lanka Public Policies</b>
12.15 – 13.00		<b>Elaboration of a Plan of Action and Conclusions</b>

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