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|  | WIPO-E |
| **webinar** | |
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| ORIGINAL: English | |
| date: september 2, 2020 | |

**Webinar: E-commerce and Intellectual Property for Indigenous Peoples and Local Community Entrepreneurs**

organized by

the World Intellectual Property Organization (WIPO)

**September 11, 2020**

PROGRAM

*prepared by the International Bureau of WIPO*

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| Friday, September 11, 2020 | | |
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| 15.00 – 15.10 | **Opening** | |
|  | Ms. Rebecka Forsgren, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva | |
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| 15.10 – 15.20 | **Introduction to E-commerce: Key Features, Opportunities and Challenges for Indigenous Peoples and Local Community (IPLC) Entrepreneurs** | |
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|  | Presentation: | Mr. Juan Hoyos, Adviser, Sustainable and Inclusive Value Chains, Division of Enterprises and Institutions International Trade Centre (ITC), Geneva |
| 15.20 – 15.40 | **Practical Questions and Experiences on Intellectual Property (IP) and E-commerce from IPLC Entrepreneurs** | |
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|  | Presentations: | |  | | --- | | Ms. Lucille Anak Awen Jon, Jewellery Designer, Bidayuh Community, Malaysia | | Ms. Solveig Ballo, Norway, Manager, Sàmi Business Garden, Norway | |
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| 15.40 – 16.00 | **E-commerce and IP: How can IP tools help IPLC Entrepreneurs protect and Promote their Virtual Assets?** | |
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|  | Presentation: | Mr. Gabriele Gagliani, Lecturer, Bocconi University, Milan, and Adjunct Professor, Case Western Reserve University, United States of America |
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| 16.00 – 16.20 | **Questions & Answers** | |
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| 16.20 – 16.30 | **Wrap-up of the Webinar and Closing Remarks** | |
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|  | Ms. Rebecka Forsgren | |
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|  | Closing of Webinar | |

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