



WEBINAR

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

Friday, September 11, 2020

15.00 – 15.10 **Opening**

Ms. Rebecka Forsgren, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva

15.10 – 15.20 **Introduction to E-commerce: Key Features, Opportunities and Challenges for Indigenous Peoples and Local Community (IPLC) Entrepreneurs**

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**

Presentations: Ms. Lucille Anak Awen Jon, Jewellery Designer, Bidayuh Community, Malaysia

Ms. Solveig Ballo, Norway, Manager, Sàmi Business Garden, Norway

15.40 – 16.00 **E-commerce and IP: How can IP tools help IPLC Entrepreneurs protect and Promote their Virtual Assets?**

Presentation: Mr. Gabriele Gagliani, Lecturer, Bocconi University, Milan, and Adjunct Professor, Case Western Reserve University, United States of America

16.00 – 16.20 **Questions & Answers**

16.20 – 16.30 **Wrap-up of the Webinar and Closing Remarks**

Ms. Rebecka Forsgren

Closing of Webinar

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