



**Betty Magdalena BERENDSON**

Biographical Note

Betty Magdalena Berendson has a Bachelors degree in International Relations and Diplomacy and graduated as a career diplomat. She was posted to the Peruvian Embassies in Germany, Sweden and South Africa. From January 1996 to April 1998 she was the Director of Multilateral Economic Organisms of the Vice Ministry of Foreign Trade of the Foreign Affairs Ministry of Peru.

She was the Peruvian delegate to WIPO and WTO from May 1998 to April 2003, responsible for various issues such as Intellectual Property, Trade and Environment, and Dispute Settlement. She was the Coordinator of the GRULAC at WIPO from January to June 2000. In January 2001 she was appointed Deputy Permanent Representative of Peru to the WTO. She held the Vice Chairmanship of the International Textile and Clothing Bureau (ITCB) from March 2002 to June 2003.

Since November 1, 2003, she is working at the World Intellectual Property Organization as a Senior Information Officer, Information and Promotion Section, Sector of the Trademarks, Industrial Designs and Geographical Indications. She has participated as speaker in several Seminars and Workshops relating to international trademarks, industrial designs and geographical indications.