



REGIONAL WORKSHOP

WIPO/HIP/ALG/19/INF/1
ORIGINAL: ENGLISH
DATE: APRIL 15, 2019

Regional Seminar for the Heads of Intellectual Property (IP) Offices on Building Respect for Industrial Property through Awareness Raising

organized by
the World Intellectual Property Organization (WIPO)

and

the Algerian National Industrial Property Institute (INAPI)

Algiers, Algeria, April 2 and 3, 2019

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, April 2, 2019

- 9.00 – 9.30 Registration
- 9.30 – 9.45 Opening and Welcome Addresses by:

The representative of the Algerian National Institute of Industrial Property (INAPI), Algiers

Mr. Walid Abdelnasser, Director, Regional Bureau for Arab Countries, Development Sector, World Intellectual Property Organization (WIPO), Geneva
- 9.45 – 10.15 **Topic 1** **WIPO's Developmental Role in the Arab Region**

Speaker: Mr. Walid Abdelnasser
- 10.15 – 10.45 **Topic 2** **Building Respect for Intellectual Property (IP) in Algeria**

Speaker: Mr. Abdelhafid Belmehdi, Director General, Algerian National Institute of Industrial Property (INAPI), Algiers
- 10.45 – 11.00 Coffee Break
- 11.00 – 11.20 **Topic 3** **A Balanced Approach to Enforcement of IP Rights**

Speaker: Ms. Cécile Benbachir, Program Officer, Building Respect for IP Division, World Intellectual Property Organization (WIPO), Geneva
- 11.20 – 12.00 **Topic 4** **Public Attitudes to Counterfeiting**

Speaker: Ms. Farha Zéraoui Salah, Professor and Director of Research, Companies and Commerce Laboratory (LAEC), Law and Political Science Faculty, University of Oran, Oran
- 12.00 – 12.30 **Topic 5** **WIPO Tools for Awareness Raising**

Speaker: Ms. Cécile Benbachir
- 12.30 – 14.00 Lunch Break
- 14.00 – 15.15 **Topic 6** **Roundtable: National Needs and Experiences in Awareness Raising**

Moderators: Mr. Walid Abdelnasser

INAPI Representative

Speakers: Heads of National IP Offices (first group)
- 15.15 – 15.30 Coffee Break

15.30 – 16.45 **Topic 6** **Roundtable: National Needs and Experiences in**
(cont'd) **Awareness Raising**

Speakers: Heads of National IP Offices (second group)

Wednesday, April 3, 2019

10.00 – 11.00 **Topic 7** **Good Practices from WIPO Member States**

Speaker: Ms. Cécile Benbachir

11.00 – 11.15 Coffee Break

11.15 – 11.45 **Topic 8** **Organizing Activities for Schoolchildren**

Speaker: Ms. Cécile Benbachir

11.45 – 12.30 **Topic 9** **Designing an Outreach Campaign**

Speaker: Mr. Kamel Kadi, Professor, Head of
Anti-Counterfeiting Unit, Algerian Customs
Service, Algiers

12.30 – 14.00 Lunch Break

14.00 – 14.45 **Topic 10** **Overview of WIPO's Tools and Services for the Arab
Region**

Speaker: Mr. Walid Abdelnasser

14.45 – 15.30 **Topic 11** **Right holders' Strategies on Awareness Raising**

Moderator: Mr. Walid Abdelnasser

Speaker: Ms. Lynda Hadj Sadok, Professor of Law,
Intellectual Property Law, Faculty of Law,
University of Algiers, Algiers

15.30 – 16.15 **Topic 12** **Final Discussion: Conclusions and Future Plans**

Moderators: Mr. Walid Abdelnasser
INAPI Representative

Speakers: All Participants

16.15 – 16.30 Closing of Workshop

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