



MINISTRY OF COMMERCE AND INDUSTRY



SUB-REGIONAL WORKSHOP

WIPO//IP/MCT/12
ORIGINAL: ENGLISH
DATE: SEPTEMBER 18, 2012

WIPO Sub-Regional Workshop on Building Respect for Intellectual Property (IP)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Department of Intellectual Property, Ministry of Commerce and Industry of Oman

Muscat, Oman, November 12 and 13, 2012

PROGRAM

prepared by the International Bureau of WIPO

Monday, November 12, 2012

- 08.30 – 09.00 Registration
- 09.00 – 09.30 Opening and Welcome Addresses by:

The representative of the Sultanate of Oman, Muscat

Ms. Louise Van Greunen, Director, Building Respect for IP Division, World Intellectual Property Organization (WIPO), Geneva
- 09.30 – 10.00 **Strategic Goal VI of WIPO: Building Respect for Intellectual Property (IP)**

Speaker: Ms. Louise Van Greunen, Director, Building Respect for IP Division, WIPO
- 10.00 – 10.30 Coffee Break
- 10.30 – 11.00 **Oman's National IP Strategy: Situation and Legal Framework**

Speaker: The representative of the Sultanate of Oman
- 11.00 – 11.30 **Basic Intellectual Property Rights and Definitions**

Speaker: Ms. Louise Van Greunen
- 11.30 – 12.00 Coffee Break
- 12.00 – 13.00 **How IP can Encourage and Benefit Entrepreneurship: National Experience**

Speaker: Ms. Mariam Belhaff , Local Entrepreneur
- 13.00 – 13.30 **Counterfeiting and Piracy in the Region: Assessments and Perspectives of the Public and Private Sectors**

Speakers: Representatives of the public and private sectors (Oman's Ministry of Commerce and Industry, Omani Customs or Police, Bahraini Customs, Qatari Customs, etc.)

Moderator: Ms. Louise Van Greunen
- 13.30 – 14.00 **Interactive Discussion on Presented Topics**

Moderator: Ms. Louise Van Greunen

All participants

Tuesday, November 13, 2012

- 09.00 – 09.20 **Consumer Attitudes and Perceptions**
Speaker: Ms. Louise Van Greunen
- 09.20 – 10.00 **Developing and Implementing a National Public Outreach Campaign**
Speaker: Mr. Omar Katbi
- 10.00 – 11.30 **Formulating a Public Awareness Campaign: Small Group Practical Training Session**
All participants
Moderator: Mr. Omar Katbi
- 11.30 – 12.00 Coffee Break
- 12.00 – 12.30 **Raising Public Awareness: WIPO's Role and Outreach Tools**
Speaker: Mr. Omar Katbi
- 12.30 – 13.15 **How to Face Counterfeiting and Piracy: Inter-Agency Cooperation and Challenges at the National and Regional Level**
Speakers: Bahraini Customs/Qatari Customs
 Omani Customs/Police, Muscat
Moderators: Ms. Louise Van Greunen
 The representative of the Sultanate of Oman
- 13.15 – 14.00 **Roundtable Discussion on the Way Forward: How Raising Public Awareness Builds Respect for IP Rights and Promotes Economic Development**
All participants
Moderators: Ms. Louise Van Greunen
 The representative of the Sultanate of Oman
 Mr. Omar Katbi
- 14.00 Closing Ceremony

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