



---

**WEBINAR**

---

**WIPO/WEBINAR/BRIP/2020/1/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: JUNE 29, 2020**

**Online Discussion on Intellectual Property Enforcement and  
Building Respect for IP**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, Switzerland, June 29, 2020 (from 9.30 to 11 a.m. Geneva time)**

PROGRAM

*prepared by the International Bureau of WIPO*

Monday, June 29, 2020

9.30 – 9.40 Welcome remarks

Ms. Louise van Greunen, Director, Building Respect for Intellectual Property (BRIP) Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva

Ms. Young Jin Choi, Director, Cultural Trade and Cooperation Division, Copyright Bureau, Ministry of Culture, Sports and Tourism (MCST), Seoul

9.40 – 10.10 **Topic 1** **Building Respect for Intellectual Property (IP) – WIPO’s Balanced Approach to Enforcing IP Rights**

Brief presentation on WIPO’s approach to IP enforcement and the concept of building respect for IP

Speaker: Mr. Tobias Bednarz, Legal Counsellor, BRIP Division, WIPO, Geneva

10.10 – 10.55 **Topic 2** **Roundtable Discussion**

- The role of IP enforcement and building respect for IP in LL.M. in IP and MIP programs’ curricula
- Student interest and perspectives on building respect for IP
- Other remarks

Speakers: All participants

Moderator Mr. Xavier Vermandele, Senior Legal Counsellor, BRIP Division, WIPO, Geneva

10.55 – 11.00 **Topic 3** **Final remarks and closure**

Speaker: Ms. Van Greunen

[End of the document]