



INSTITUT NATIONAL DE LA
NORMALISATION ET DE LA PROPRIÉTÉ
INDUSTRIELLE



LEAGUE OF ARAB STATES



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

REGIONAL MEETING

WIPO/HIP/TUN/23/1
ORIGINAL: ENGLISH
DATE: OCTOBER 19, 2023

Tenth Arab Regional Coordination Meeting for the Heads of Industrial Property Offices

organized by
the World Intellectual Property Organization (WIPO)

In cooperation with the League of Arab States (LAS) and the Tunisian National Institute for Standardization and Industrial Property (INNORPI)

Tunis, October 24 to 26, 2023

Venue: Ramada Plaza Tunis, Les Côtes de Carthage, Gammarth, 2070 Tunis

PROGRAM

Tuesday, October 24, 2023 *(Tunis Time)*

08.30 – 09.00 **OPENING CEREMONY**

Welcome addresses by:

- Mr. Nafaa Boutiti, Director General, The Tunisian National Institute of Industrial Property and Standardization (INNORPI)
- Mr. Hasan Kleib, Deputy Director General, Regional and National Development Sector (WIPO)
- Ms. Maha Bkheet, Director, Legal Department and IP and Competitiveness Unit, League of Arab States (LAS)
- Ms. Ahlem Beji, Chief of Staff, Ministry of Industry, Mines and Energy

09.00 – 11.00 Roundtable Discussion and Presentation with all the Heads of Arab IP Offices on the Key Achievements/Success Stories and Challenges.

Moderator: Mr. Walid Abdelnasser, Director, Division for Arab Countries, Regional and National Development Sector, WIPO

Speakers: All Directors/Representatives of Arab IP Offices

11.00 – 11.30 Coffee Break

11.30 – 13.00 Roundtable Discussion and Presentation with all the Heads of Arab IP Offices on the Key Achievements/Success Stories and Challenges (Continued).

Moderator: Mr. Walid Abdelnasser

Speakers: All Directors/Representatives of Arab IP Offices

13.00 -14.00 Services Provided by IP Offices to Businesses

Moderator: INNORPI

Speakers: All Directors/Representatives of Arab IP Offices

14:00 – 15:00 Lunch hosted by INNORPI

Wednesday, October 25, 2023 *(Tunis Time)*

08.30 – 09.00 Using the IP System for Business Competitiveness by SMEs and Startups

Moderator: Mr. Mahmud Muntasser, Counsellor, Division for Arab Countries, Regional and National Development Sector, WIPO

Speaker: Ms. Tamara Nanayakkara, Counsellor, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IES), WIPO

- 09.00 – 09.45 WIPO Services and Tools for SMEs/Startups
Moderator: Mr. Mahmud Muntasser
Speaker: Ms. Tamara Nanayakkara
- 09.45 – 11.00 Role of Trademarks in Business (Hybrid Session)
Moderator: INNORPI
Speaker: Ms. Martha Parra Friedli, Legal Counsellor, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO (Virtual Presentation)
- 11.00 – 11.30 Coffee Break
- 11.30 – 12.00 Trade Secrets as a Business Tool for SMEs (Hybrid Session)
Moderator: INNORPI
Speakers: Mr. Andras Jokuti, Director, Patent and Technology Law Division, Patents and Technology Sector (PTS) (Virtual Presentation)
Ms. Tamara Nanayakkara
- 12.00 – 12.30 Protecting Your Ideas Before They Go Public: Patents (Hybrid Session)
Moderator: INNORPI
Speakers: Ms. Christine Bonvallet, Director, PCT International Cooperation Division (PCTICD), PTS (Virtual Presentation)
Mr. Ali Jazairy, Senior Counsellor, PCTICD, PTS (Virtual Presentation)
- 12.30 – 13.00 Why is Industrial Property Important to Young Entrepreneurs and How is it Beneficial for their Business (Hybrid Session)
Moderator: Ms. Tamara Nanayakkara
Speaker: Ms. Nadine Hakizimana, WIPO Youth Engagement Facilitator, Office of the Assistant Director General, Global Challenges and Partnerships Sector (GCPS) (Virtual Presentation)
- 13.00 – 13.30 Initiatives for Women Entrepreneurs and Women-led SMEs/Startups: The Positive Impact of IP (Hybrid Session)
Moderator: Ms. Tamara Nanayakkara
Speaker: Ms. Kristine Schlegelmilch, WIPO Senior Advisor IP and Gender, Office of the Deputy Director General, Patents and Technology Sector (Virtual Presentation)
- 13.30 – 14.00 Roundtable Discussion: Reaping the benefits of WIPO's Available Tools, Services and Projects for SMEs/Startups/Women/Youth to enhance economic growth and sustainable development in the Arab region

Moderator: Ms. Maha Bkheet, Director, Legal Department and IP and Competitiveness Unit, League of Arab States

14:00 – 15:00 Lunch hosted by INNORPI

Thursday, October 26, 2023 *(Tunis Time)*

08.30 – 09.15 Regional Environment Issues:

- Introduce participants to a few of the regionally relevant environmental issues to which innovation and technology can play a positive role. This could be climate change adaptation and mitigation, water management, and food security, all subjects being strongly interrelated, but will be determined by invited speaker.
- IP's role in green technology deployment.
Format: Presentation to be followed by Q&A session. Tools to ensure contribution from audience – cases of environmental problems etc. Refer to day's last session for mental preparation for inputs.

Moderator: INNORPI

Speakers: Ms. Amy Dietterich, Director, Global Challenges Division (GCD), GCPS
Mr. Faisal Alenazi, Associate Officer, GCD, GCPS

09.15 – 10.00 Green Technology Market and Startup Barriers

- Overview of green technology market in the region, potential opportunities and barriers. SME & Startup perspective emphasized
Format: Presentation & interactive. Arrive at a long-list of barriers brought up by audience.

Moderator: Ms. Amy Dietterich

Speaker: Mr. Yassine Allani, CEO, ASH Technologies, Tunis

10.00 – 11.00 WIPO GREEN as a Resource

- WIPO GREEN and tools and facilities available (database, acceleration projects, network, knowledge material, IP Clinic etc.)
- The Green Technology Book incl. sneak preview of new edition to be launched at COP28
- The WIPO GREEN database and how to use it, etc. Upload of needs and technologies to the database, acceleration projects,
Format: Presentation, QA sessions, organize audience input for IPO activities and experience

Moderator: INNORPI

Speakers: Ms. Amy Dietterich, Mr. Faisal Alenazi, IP Offices Representatives

11.00 – 11.30 Coffee Break

11.30 – 12.30 Action Inspiration: IPO Green as a Resource

- IPO Green initiative to support IPOs in implementing green technology support activities (concept notes available in English, French & Arabic)
- Presentation by a few IPOs at the meeting who have done or are planning to implement green technology and SDG support initiatives (to be identified beforehand)
- How to support SME development in the green technology space? – refer to barriers identified in morning
- Other out-of-box ideas.

Format: Interactive brainstorming-like session. Pointers from previous sessions brought back into the discussion. Goal that participants develop ideas for implementation they can bring back home, based on inspiration from the sessions and one-another. Follow-up with WIPO GREEN subsequently for action e.g. in the form of an implementable action plan to be coordinated by the Arab Division.

Animators: Mr. Yassine Allani, Ms. Amy Dietterich, Mr. Faisal Alenazi

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| 12.30 – 12.45 | Open Discussion |
| 12.45 – 13.30 | Interactive Session on the Recommendations of the Tenth Regional Coordination Meeting of Arab Heads of IP Offices |
| | Moderated by: Mr. Walid Abdelnasser |
| | Speakers: All Participants |
| 13.30– 14.00 | Closing Ceremony |
| | – Mr. Nafaa Boutiti, Director General, The Tunisian National Institute of Industrial Property and Standardization (INNORPI) |
| | – Mr. Walid Abdelnasser (for WIPO) |
| | – Ms. Maha Bkheet, Director, Legal Department and IP and Competitiveness Unit, LAS |
| | – Ms. Ahlem Beji, Chief of Staff, Ministry of Industry, Mines and Energy |
| 14:00 – 15:00 | Cocktail Lunch |
| 16:00 – 21:00 | Sightseeing Tour & Dinner organized and hosted by INNORPI |

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