



National Seminar on Branding for Black Tiger Shrimps in Bangladesh

Organizers:

The World Intellectual Property Organization (WIPO)
The Department of Patents, Designs and Trademarks (DPDT)

Online, November 29, 2021

PROVISIONAL PROGRAM

Note: The seminar is based on local time (Bangladesh).

Time	ACTIVITY	SPEAKER
14:00 - 14:20	Opening Remarks	Mr. Abdus Sattar Registrar, DPDT Md. Ismail Hossain, NDC Divisional Commissioner, Khulna Mr. Andrew Ong Director Regional Bureau for Asia and the Pacific (ASPAC), WIPO
14:20 – 14:40	An Introduction to Branding: What, Why and How	Mr. Giulio Zanetti International Consultant, WIPO
14:40 – 15:00	Best Practices on Utilization of Branding Tools for Bagda Tiger Shrimps of Bangladesh	Mr. Yu Hashim Branding Expert, WIPO
15:00 – 15:15	Q&A Brainstorming Session on branding for Bagda Tiger Shrimps of Bangladesh (use of Mentimeter)	Moderator: Mr. Andrew Ong Director ASPAC Bureau, WIPO
15.15-15.25	IP for Branding (Case study on Black Tiger Shrimp)	DPDT, DoF
15:25 – 15:45	Q&A and summing up Closing Remarks	Mr. Abdus Sattar Registrar, DPDT Mr. Andrew Ong Director ASPAC Bureau, WIPO