



National Dialogue on Branding for the Bangladesh Rangpurer Sataranji

Organizers:

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

Online, December 6, 2021

PROVISIONAL PROGRAM

Note: The seminar is scheduled according to local time (Bangladesh)

Time	ACTIVITY	SPEAKER
14:00 - 14:20	Opening Remarks	Mr. Abdus Sattar Registrar, DPDT Md. Abul Whhab Bhuiyan Divisional Commissioner, Rangpur 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 Rangpurer Sataranji of Bangladesh	Mr. Yu Hashim Branding Expert, WIPO
15:00 – 15:20	Q&A Brainstorming Session on branding for Bangladesh Rangpurer Sataranji (use of Mentimeter)	Moderator: Mr. Andrew Ong Director ASPAC Bureau, WIPO
15:20 – 15:40	Key elements of a possible program to support the establishment of a branding strategy for the Bangladesh Rangpurer Sataranji	Representative of KIPA
15.40-15.45	IP for Branding (Case study on Sataranji)	DPDT
15:45 – 16:00	Q&A and summing up Closing Remarks	Mr. Abdus Sattar Registrar, DPDT Mr. Andrew Ong Director ASPAC Bureau, WIPO