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## WEBINAR ON TECHNICAL ASSISTANCE

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**CODE: WIPO/IP/DEV/GE/24/1**  
**ORIGINAL: ENGLISH**  
**DATE: FEBRUARY 8, 2024**

### **Webinar on Impact-oriented Technical Assistance and Capacity Building: Factors for Success and Lessons Learned**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, April 11, 2024**

***Hosted on Zoom***

[https://wipo-int.zoom.us/webinar/register/WN\\_C2-WcfbpRXqz14yhlfyjkA](https://wipo-int.zoom.us/webinar/register/WN_C2-WcfbpRXqz14yhlfyjkA)

#### PROGRAM

*prepared by the International Bureau of WIPO*

Webinar Objective:

In line with the WIPO's current [Medium-Term Strategic Plan \(MTSP\) 2022 – 2026](#), the Organization has placed an even greater focus on development and creation of tangible benefits through its technical assistance and capacity building initiatives. The webinar will serve as a platform for a diverse panel of experts to share experiences and provide insights into effective strategies, tools and lessons learned for maximizing the developmental impact of technical assistance interventions on the ground through practical use of IP.

Thursday, April 11, 2024

Webinar Program:

12.30 – 13.10 **Sharing Experiences in the Field of Impact-oriented Technical Assistance and Capacity Building**

Moderator: Mr. Georges Ghandour, Senior Counsellor, DACD, WIPO

Speakers: Ms. Beatriz Amorim-Borher, Director, Division for Latin America and the Caribbean, WIPO

Ms. Patricia Benedetti, Ambassador of El Salvador to the World Trade Organization and WIPO

Mr. Thang Luong, Head of Division, Competition, Consumer Protection & IPR Division, Market Integration Directorate Association of Southeast Asian Nations (ASEAN) Secretariat

Mr. Timothy Moalusi, Registrar, Industrial Property, of the Companies and Intellectual Property Authority of Botswana

13.10 – 13.30 **Discussion Panel and Q&A session**

All participants are invited to contribute to the discussion

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