



SRI LANKA TOURISM
DEVELOPMENT AUTHORITY



NATIONAL WORKSHOP

WIPO/IP/DEV/LK/17/INF/1/PROV. 1
ORIGINAL: ENGLISH
DATE: NOVEMBER 14, 2017

National Workshop on Tourism, Development and Intellectual Property: The Tourism Industry Perspective

organized by
the World Intellectual Property Organization (WIPO)

and
the Sri Lanka Tourism Development Authority (SLTDA)

Colombo, Sri Lanka, November 13, 2017
Galle, Sri Lanka, November 15, 2017

PROVISIONAL PROGRAM

prepared by the International Bureau Of WIPO

Monday, November 13 and Wednesday, November 15, 2017

- 8.30 – 9.00 Registration of participants and guests
- 9.00 – 9.45 Opening of the Workshop
- Session 1** **Tourism, Sustainable Development and Intellectual Property (IP) – Making the Link**
- Speaker: Ms. Francesca Toso, Senior Advisor, Office of the Deputy Director General, Development Sector, WIPO
- 9.45 – 10.45 **Session 2** **Making Sri Lanka a Competitive and Attractive Tourist Destination in the World: The Industry Perspective**
- Speaker: Mr. David Faulks, Managing Director, Generation Alliance, Sydney
- 10.45 – 11.00 Discussion
- 11.00 – 11.30 Official Ceremony and Launch of the WIPO Study on IP in Tourism and Culture in Sri Lanka by:
- The Secretary of Ministry of Tourism Development and Christian Religious Affairs Mr. Esala Weerakoon
- The Director General of Sri Lanka Tourism Development Authority (SLTDA), Colombo, Mr. Malraj Kiriella
- The Minister of Tourism Development and Christian Religious Affairs Hon. John A.E. Amaratunga
- The representative of the World Intellectual Property Organization (WIPO), Geneva, Ms. Francesca Toso
- 11.30 – 12.00 Pause
- 12.00 – 12.30 **Session 3** **Presentation of the National Study on *the Use of IP in the Promotion of Tourism and Cultural Heritage in Sri Lanka* and its Recommendations**
- Speaker: Dr. N. Sampath Punchihewa, Senior Lecturer in Law, University of Colombo, Colombo
- 12.30 – 13:30 **Session 4** **Using IP to Leverage Sri Lanka's Tourism Competitive Advantage: Case Studies**
- Speakers: Cultural Tourism
Eco-tourism
Wellness and Ayurvedic Tourism

13.30 – 14.30	Pause	
14.30 – 16:30	Session 5	Parallel Workshops by Clusters on the Identification of Specific Projects for Tourism Promotion, Based on the Use of IP
	Moderator:	Prof. B.D. Nandadeva, University of Kelaniya
		Cluster 1: Cultural Tourism
		Cluster 2: Eco-tourism
		Cluster 3: Ayurveda and Wellness Tourism
16.30 – 17.30	Session 6	Presentation of a Plan of Action and Conclusions

[End of document]