Florence Jaukae Kamel Bilum Fiber Artist





PAPUA NEW GUINEA

<u>LOCATION:</u> Goroka, EHP Papua New Guinea SOUTH PACIFIC

POPULATION: (Est) 6,000,000

<u>CLIMATE:</u> TROPICAL



What is Bilum?

It is the Twist & Loop Technique woven together to create a piece with a needle







Transfer of Traditional Knowledge

Bilum Weaving" is a traditional Ancient skill passed on from a mother to her daughter





Women Empowerment

Goroka Bilum Festival

Market Platform



Markets

Among Equals

Local Market - Domestic



WIPO Training & Mentoring



TradeMark

Skin Pik

 Traditional Design from my Tribe. It signifies status of women. Women of lower Status

TradeMark



Importance of Trade Mark

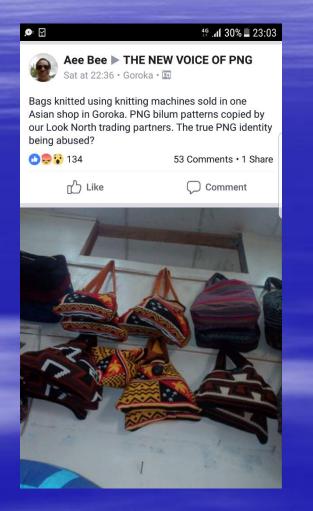
Importance of Trade Mark

- Distinguish my product and Promote in Market Places
- Prevent others to free ride on my reputation

Fake Bilums



Fake Product



	Mar Mar
Received From FLORE The sum of THURTY 100 BD 4	RECEIPT NO 0284369
Being for	Market Signature

Challenges:

 Lack of money and legal support to enable the intellectual properties (IP) office to enforce the product labeling

 Lack of coordination of policy makers and implementers with the private stake holder

No institution to boost the idea, creativity and the innovation

Copy Right Infringement, piracy and counterfeiting.

The End.....