



INTELLECTUAL PROPERTY OFFICE  
OF PHILIPPINES



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## PROGRAM

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**WIPO/IP/MNL/14/INF/1**  
**ORIGINAL: ENGLISH**  
**DATE: JANUARY 21, 2014**

## **WIPO Advisory Mission to Develop a Master Plan/Strategy on Building Respect for IP**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the Intellectual Property Office of Philippines (IPOPHIL)

**Manila, Philippines, January 22 to 24, 2013**

## PROGRAM

*prepared by the Secretariat*

**January 22, 2014**

- 9:30 a.m. Courtesy call to and Preliminary Meeting with DG Blancaflor and Deputies Director General Allan Gepty and Nelson Laluces
- 10:00 – 12:00 Government:  
  
Commission on Higher Education  
Bureau of Micro, Small and Medium Enterprise Development, DTI  
Office of the DTI Secretary/Planning  
Department of Agriculture  
Department of Science and Technology  
Department of Education  
National Economic and Development Authority  
Central Bank of the Philippines
- 12:00 – 2:00 p.m. Lunch Break
- 2:00 – 5:00 p.m. Industry Associations  
Association of Filipino Franchisers, Inc.  
Philippine Franchise Association  
Philippine Retailers Association  
Association of Accredited Advertising Agencies  
Philippine Chamber of Commerce and Industry  
Advertising Suppliers Association of the Phils.  
Filipino Inventors Society
- 5:00 p.m. End of First Day

**January 23, 2014**

- 10:00 a.m. to 12:00 p.m. Media and Communications Agencies  
Presidential Communications Operations Office  
Philippine Information Agency
- 12:00 p.m. Lunch Break
- 3:30-5:00 p.m. IPOPHL Workshop Based on Inputs from Various Groups
- 5:00 p.m. End of Second Day

**January 24, 2014**

- 10:00 a.m. – 2:00 p.m. Continuation of Workshop and Wrap-Up Session on Next Steps

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