

INTELLECTUAL PROPERTY AND TRADITIONAL PRODUCERS MEET THE PANELISTS

Ms. Daphné Zografos Johnsson



Daphne Zografos Johnsson is a Senior Legal Officer in the Traditional Knowledge Division of the World Intellectual Property Organization (WIPO). She has twenty years of experience researching and working in the area of intellectual property, traditional knowledge and traditional cultural experience. Prior to joining WIPO, Daphne was a Lecturer in Intellectual Property Law at the University of Reading in the UK, and a Visiting Lecturer in Trademark Law at King's College London and Queen Mary, University of London. Daphne holds an LLM in Intellectual Property Law from University College London and a PhD from

Queen Mary. Her thesis focused on the use of existing intellectual property rights to protect traditional cultural expressions.

Daphne has been coordinating the WIPO Training, Mentoring and Matchmaking Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities and mentoring participants since 2019. She is also the Head Tutor of WIPO's Advanced Course on Intellectual Property, Traditional Knowledge and Traditional Cultural Experience. Daphne is passionate about intellectual property and sustainable development. She has travelled widely, both in her work and free time and is always curious to discover new countries and cultures.

Ms. Rebecka Forsgren



Rebecka Forsgren belongs to the indigenous people the Sami.

Rebecka has graduated from law school at Umeå University (Sweden) and has since then had a focus in her work on the rights of Indigenous Peoples, anti-discrimination, and the rights of the Sami people, especially their intellectual property rights. She has acted as advisor to the Swedish government on Sami affairs and has acted as a representative for the Sami people through political debates, interviews, radio programs, lawsuits and indigenous advocacy campaigns.

Rebecka has worked with many Sami associations and the Sami organizations, and lead projects in cooperation with Sami reindeer herding communities in Sweden. She has held the position as the Indigenous Fellow at WIPO's Traditional Knowledge Division, and has worked with minority rights at a

Swedish human rights organization. This, in combination with her participation in international indigenous forums, such as the UN Expert Mechanism on the Rights of Indigenous Peoples

(EMRIP) and the UN Permanent Forum for Indigenous Issues (UNPFII) and further educating herself in conflict prevention and peacemaking as well as environmental rights and Indigenous rights in the Arctic. She has a broad network among the Sami and other Indigenous Peoples and government representatives all over the world, and Swedish organisations, public bodies and companies.

Ms. Ilhan Ozden



Özden is currently working as a Fellow at Lisbon Registry for the International Protection of Appellations of Origin (AOs) and Geographical Indications (GIs) under Brands and Designs Sector of the World Intellectual Property Organization (WIPO) where she assists development projects related to geographical indications and provides technical assistance and to WIPO member states. Previously to her position at WIPO, Özden served as an Intellectual Property Examiner at the Turkish Patent and Trademark Office for 7+ years under Geographical Indications Division.

She also holds a PhD in Food Science from Ankara University, where she specialized in classification of geographical origin of agricultural products.

Ms. Rita Barbosa



Rita Barbosa, 6th generation of a goldsmith family, will speak on behalf of her mother Inês Barbosa, the founder of the company Inês Barbosa LTD.

Since a very young age, she has been surrounded by the Filigree's art and technique in her mother's workshop. The intent has always been to continue her family's, town's and country's heritage. Her academic path was all around the arts, envisioning what would be important for her and for the company. She graduated in Communication Design and took a Master's in Marketing. Always combined with the continuous training in the manufacture of filigree and granulation with her mother. Since 2016, she has been working full-time with her mother and is involved in all departments of the family company. In this webinar, she will address the history of the

family business, the history of Filigree, the jewelry brand Inês Barbosa and filigree certification.

Ms. Sarah Nassar



Sarah is an Associate Program Officer at the IP for Business Division, IP and Innovation Ecosystem Sector, of the World Intellectual Property Organization (WIPO).

Since she joined WIPO in 2019, she had the opportunity to work on many WIPO activities, such as the support to countries in transition in developing their national intellectual property (IP) strategies and the support to national IP offices and business intermediaries in developing IP for business support services.

She holds a Bachelor and Master Degree in Law from the University of Geneva, Switzerland.

Ms. Naïke Bravo



As Communication Manager at the Michelangelo Foundation for Creativity and Craftsmanship in Geneva, Naïke Bravo manages the communication of the Foundation's initiatives serving its purpose to champion craftsmanship, endorse and enable artisans to sustain and grow their businesses in the long-term while making craft inspiring and relevant in today's society through digital channels, press, and beyond.

Ms. Sonia De Gerónimo



My name is Sonia de Geronimo and I am a textile designer. In 2016, I created a small personal project, *Degeronimo*, with the purpose of creating unique pieces of decoration or reproducing everyday pieces with a different material, cotton rope. The goal of this project is to capture the versatility of this raw material that, although its different purpose, allowed me to combine the traditional with the modern through the application of contemporary techniques.

The philosophy of the brand is to merge design and craftsmanship, creating timeless pieces both functional as decorative that last over time.

Ms. Cristina Mendes



Ana Cristina Mendes is CEARTE's Deputy Director and a member of the board of World Crafts Council Europe.

She holds a Law Degree from the University of Coimbra, and is a Postgraduate in Communications and media law by FDUC, with training in Public Management by INA, I.P. She has been with CEARTE – Professional Training Center for Crafts and Heritage since 1991 in the Training Department and as a Legal Advisor and became Deputy Director in 2018. Ana Cristina is also the Coordinator of the work team responsible for the design of Crafts training curricula integrated into the National Catalogue of Qualifications. She is a member of the work team of the National Legal certification system for the crafts sector and the National Sectorial Council for Qualification – Crafts, and Jewellery. She is co-author of the Study "The Sector of Craft Activities in Portugal"/

2006: Chapter IV.

She has extensive experience in the coordination and monitoring of transnational training projects in European Programs. Ana Cristina is also the author of several articles and communications within the thematic Crafts Sector and Vocational Training.

Ms. María Subrá



María has been founder and General Director for 12 years of the pioneer chain and leader of medical-aesthetic centers HEDONAI (50 centers), managing a team of 300 people. As a consultant, she has worked at CANDESIC advising venture capital funds to make acquisitions in the healthcare sector.

In recent years, he has promoted Spanish Crafts from the Contemporary Association of Arts and Crafts, of which she is a founding member, organizing the "Contemporary Crafts Days" in collaboration with the Ministry of Culture, and collaborating internationally with the "Michelangelo Foundation", property of the luxury group RICHEMONT, in the promotion and safeguarding of European Craftsmanship through the great cultural event « HOMO FABER Crafting a more human future», a biennial exhibition of Contemporary European Crafts held in Venice. She was recognized as one of the Top 100 Leading Women in Spain, in the businesswoman and in the 500 leading women of YO DONA.

Ms. Solveig Ballo



Solveig Ballo is the CEO of Sápmi Business garden. Solveig is an educated economist, has been head of section for industry and business development at the Sámi parliament, and has a long experience in running a family company. Sápmi Business garden is developing viable businesses in Sápmi through entrepreneurship guidance, business consulting services and industry project managing. The goal of Sápmi business garden is to enhance created value, growth and jobs within companies. Have you got an idea and want to start your own business? Do your company want to commercialize a new service or a product? Make contact with Sápmi Business garden. Sápmi

Business garden also owns an investment fund called Sápmi Invest.

In 2019 Solveig was approved into a WIPO mentoring program, together with 23 indigenous women from all over the world. Solveig consider it one of her missions to spread knowledge and build capacity about how to protect and promote the intellectual property in our companies.