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**CROSS-REGIONAL ONLINE WORKSHOP**

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**WIPO/WEBINAR/TDC/2023/2/INF/1 PROV.  
ORIGINAL: ENGLISH  
DATE: APRIL 12, 2023**

**IP for Women Entrepreneurs in the Industrial Design Sector**

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, Online, April 12, 2023**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, April 12, 2023

9.30 – 9.40      **OPENING SESSION**

Welcome address by:

- Mr. Habip Asan, Director, Division for Transition and Developed Countries (TDC), World Intellectual Property Organization (WIPO), Geneva

**SESSION 1: INTELLECTUAL PROPERTY AND INDUSTRIAL DESIGN THROUGH WOMEN'S PROSPECTIVE**

9.40 – 10.20      **Topic 1      Design and its Place in the Promotion of Women's Entrepreneurship and Economic Empowerment**

Speaker: Ms. Violeta Ghetu, Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, WIPO

10.20 – 11.00      **Topic 2      An Overview of the Hague System and its Key Advantages**

Speaker: Ms. Geneviève Steimle, Legal Analyst and Information Officer, Hague Development and Promotion Section, the Hague Registry, WIPO

11.00 – 11.30      **Topic 3      Women's Contribution to Industrial Design Through IP Data and Statistics**

Speaker: Mr. Julio Raffo, Head, Innovation Economy Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO

**SESSION 2: WOMEN IN INDUSTRIAL DESIGN AND ENTREPRENEURSHIP: OPPORTUNITIES AND CHALLENGES**

11.30 – 13.10      **Topic 4      The Evolution of Business among Women Entrepreneurs in the Industrial Design Industry – Case Study**

Speakers: Ms. Nissa Kinzhalina, Conceptual Designer, Founder, NK Ltd., Almaty, Kazakhstan  
Ms. Joanna Leciejewska, Product Designer, Founder, Joa-Projekt, Lecturer, University of Arts, Poznan, Poland  
Ms. Oya Akman, Founder, Oya Design, Istanbul, Türkiye  
Ms. Kateryna Sokolova, Industrial Designer, Co-Founder, Noom, Kyiv  
Mr. Sarkis Knyazyan, IP Expert and Patent Attorney, Professor of IP Law, American University of Armenia, Yerevan

13.10 – 13.30      **Topic 5      Empowering Women in Industrial Design**

Round table discussion with all speakers

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