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SCT Side-Event on The Protection of Country Names and Nation Branding

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INFORMATION ON SPEAKERS

prepared by the Secretariat



MARJORY KENNEDY

Marjory L. Kennedy is the current President for the Jamaica Exporters Association (JEA) having previously served in various capacities with the organization for eight years. The JEA is the private sector member organization charged with promoting exports while providing services to its members in trade facilitation, advocacy, market access and competitiveness.

Mrs. Kennedy is the current Chairman of SOS Childrens' Villages Foundation of Jamaica and has been involved with SOS in Jamaica since 1981 and has been recognized with an award for her work by the Women's Leadership Initiative. She currently serves on the board of Jampro-Jamaica Trade and Invest, the public sector agency tasked with investment and trade promotion for Jamaica and Jamaica Fruit and Shipping Ltd., a holding company for family owned enterprises. She is the current general manager of Jamaica Freight and Shipping Co. Ltd., a full service agency supporting the Shipping Industry in Jamaica. Mrs. Kennedy has been involved in the Shipping Industry for over 20 years.



VERENA VON BOMHARD

Verena von Bomhard is founding partner of BomhardIP, an Intellectual Property Boutique in Alicante with a focus on the law and practice of Community trade marks and designs, which started operations on 1 March 2015.

She has been involved with Community trademarks from the very beginning, having founded her former firm's office in Alicante in early 1996. She has extensive experience in all matters relating to prosecution and enforcement of Community trademarks and designs, in handling proceedings before the General Court and the Court of Justice of the European Union in Luxembourg, in multi-jurisdictional trademark clearance, portfolio management, as well as advising on complex IP conflicts in the European Union, on effective dispute settlement strategies, and on the protection and enforcement of non-traditional marks.

An active member of INTA, Verena currently serves as chair of the OHIM Subcommittee and as a member of the European Global Advisory Council.



DAVID HAIGH

David is the CEO and founder of Brand Finance plc. David qualified as a Chartered Accountant with Price Waterhouse in London. He worked in international financial management then moved into the marketing services sector, firstly as the Financial Director of The Creative Business and then as Financial Director of WCRS and Partners. He left to set up a financial marketing consultancy, which was later acquired by Publicis, the pan European marketing services group, where he worked as a director for five years.

David moved to Interbrand as Director of Brand Valuation in its London-based global brand valuation practice, leaving in 1996 to launch Brand Finance.

David has represented the British Standards institute on the International Standards Committee working party on the standardisation of brand valuation methods and practices, whose draft standard (ISO 10668) was published in November 2010

He has worked in the area of branded business, brand and intangible asset valuation since 1991 and since January 1995 has specialised entirely in this area.

David is a passionate writer and has written many articles for the marketing and financial press on branded businesses and brand valuation and is the author of numerous publications.



REBECCA SMITH

Rebecca Smith is Director of the New Zealand Story, a public/private partnership established in 2013 as part of the New Zealand Government's Export Growth Agenda, which aims to lift exports to 40 per cent of GDP by 2020.

The core mandate of the New Zealand Story is to promote and protect the New Zealand brand internationally, and grow its value by broadening the perceptions of the country beyond its reputation for natural unspoilt environments.

In addition to the challenge of developing an authentic and differentiated nation brand programme, Rebecca is also the custodian of a trademarked version of New Zealand's most recognisable international symbol, the Silver Fern.

With over 20 years' experience in marketing, Rebecca is an entrepreneurial leader who has led change in the telecommunications, banking and dairy industries. Most recently, Rebecca was General Manager Brand and Communications for global dairy giant Fonterra, where she was responsible for developing the company's global business-to-business brand NZMP. Prior to that Rebecca led innovation and export growth programmes at the Bank of New Zealand.

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