



SUB-REGIONAL CONFERENCE

WIPO/GRTKF/SOF/10/INF/1
ORIGINAL: ENGLISH
DATE: MAY 2010

Intellectual Property and Digitization of Intangible Cultural Heritage

Organized by

the World Intellectual Property Organization (WIPO),
the Ministry of Culture,

and

the University of National and World Economy (UNWE)

Sofia, June 3 and 4, 2010

Thursday, June 03, 2010

- 09.30 – 10.00 Registration
- 10.00 – 10.30 Welcome addresses by:
Prof. Dr. Borislav Borisov, Rector, University of National and World Economy (UNWE), Sofia
Mr. Georgi Damyanov, Director, Copyright and Neighbouring Rights Directorate, Ministry of Culture, Sofia
Mr. Wend Wendland, Director, Traditional Knowledge Division, World Intellectual Property Organization (WIPO), Geneva
- 10.30 – 11.00 Topic 1: Intangible Cultural Heritage at the Crossroads of Law, Technology and Business
Speaker: Mr. Wend Wendland
- 11.00 – 11.30 Topic 2: Cultural Heritage in International Law
Speaker: Ms. Lucky Belder, Researcher, Center for Intellectual Property Law, Utrecht
- 11.30 – 11.50 Coffee Break
- 11.50 – 12.30 Topic 3: Cultural Policy in Bulgaria
Speakers: Ms. Diana Andreeva, Director, Observatory of Cultural Economics, Sofia
Dr. Silva Hatchiryan, Ministry of Culture, Cultural Policy Department, Sofia
- 12.30 – 13.00 Discussion
Moderator: Mr. Wend Wendland
- 13.00 – 14.30 Lunch Break
- 14.30 – 15.10 Topic 4: Cultural Heritage Institutions as Creators, Owners and Managers of Intellectual Property
Speakers: Assoc. Prof. Dr. Veselina Maneva, Institute for Legal Studies, Bulgarian Academy of Sciences (BAS), Sofia
Asst. Prof. Dr. Vladia Borissova, Intellectual Property Department, Center for Intellectual Property, UNWE, Sofia

- 15.10 - 15.50 Topic 5: Cultural Heritage Institutions, Folklore and Digitization:
the Bulgarian Experience
- Speakers: Prof. Dr. Mila Santova, Institute of Folklore, Bulgarian
Academy of Sciences (BAS), Sofia
- Assoc. Prof. Dr. Ana Luleva, Ethnographic Institute with
Museum, BAS, Sofia
- 15.50 – 16.10 Coffee Break
- 16.10 – 16.40 Topic 6: Capacity Building Activities in Countries in Transition
- Speaker: Mrs. Saule Tlevlessova, Program Officer, Division for
Certain Countries in Europe and Asia, WIPO, Geneva
- 16.40 – 17.00 Discussion
- Moderator: Mrs. Saule Tlevlessova
- 18.00 WIPO Reception

Friday, June 4, 2010

- 10.00 – 10.30 Topic 7: Negotiations in the WIPO Intergovernmental Committee:
What Implications for Digitization of Cultural Heritage?
- Speaker: Mr. Wend Wendland
- 10.30 – 11.10 Topic 8: Intellectual Property Management in the Documentation,
Digitization and Digital Preservation of Cultural Heritage
- Speakers: Ms. Jessyca Van Weelde, Consultant, Traditional
Knowledge Division, WIPO, Geneva
- Prof. Dr. Vera Boneva, State University of Library Studies
and Information Technologies, Sofia
- 11.10 – 11.30 Coffee Break

- 11.30 – 12.15 Panel: Identifying and Accessing Cultural Heritage in the Digital Environment: the Public Domain, and the Role of Registries
- Moderator: Asst. Prof. Dr. Vlada Borissova
- Panellists: Mr. Wend Wendland
 Ms. Jessyca Van Weelde
 Assoc. Prof. Dr. Valentina Ganeva, Director, New Bulgarian University Museum, Sofia
 Mrs. Julia Tzinzova, Deputy Director, Sofia City Library, Sofia
- 12.15 – 13.30 Lunch Break
- 13.30 – 14.00 Wrap-up Session
- Moderator: Ms. Jessyca Van Weelde
- Panelists: All speakers
- 14.00 – 14.30 Closing Remarks
- Speakers: Prof. Dr. Borislav Borisov
 Mr. Georgi Damyanov
 Mr. Wend Wendland

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