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## WORKSHOP

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WIPO/IPTK/GE/19/INF/1  
ORIGINAL: ENGLISH  
DATE: NOVEMBER 5, 2019

# **Practical Workshop on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities**

organized by  
the World Intellectual Property Organization (WIPO)

in cooperation with  
the International Labour Organization (ILO),

the International Trade Centre (ITC),

and  
the International Trademark Association (INTA)

**Geneva, Switzerland, November 11 to 15, 2019**

## PROGRAM

*prepared by the International Bureau of WIPO*

**Background:**

This Practical Workshop is offered in the context of the WIPO Project-Based Training and Mentoring Program on Intellectual Property for Women Entrepreneurs from Indigenous Peoples and Local Communities (the Program).

The Program aims to strengthen the capacity of women entrepreneurs from indigenous peoples and local communities (IPLCs) to make strategic and effective use of intellectual property (IP) rights, in support of projects based on traditional knowledge (TK), traditional cultural expressions (TCEs) and genetic resources (GRs).

The Program consists of two phases: a training phase (the Practical Workshop), and a mentoring phase in 2020.

**Objectives:**

The objectives of the Practical Workshop are to provide the opportunity for participants to:

- Acquire basic knowledge of the main principles, systems and tools of the IP system and how they relate to IPLCs, emphasizing both the potential value that IP could bring in support of TK, TCEs and GRs protection, as well as the challenges;
- Meet amongst themselves and share experiences and ideas with the use of IP tools to protect and promote TK, TCEs and GRs;
- Further develop their projects.

Monday, November 11, 2019

**Venue: Room 0.107, WIPO New Building**

9.00 – 9.30

**Registration**

9.30 – 10.00

**Introduction**

Mr. Wend Wendland, Director, Traditional Knowledge Division, Global Issues Sector, World Intellectual Property Organization (WIPO), Geneva

**Indigenous Opening Ceremony**

**Welcome Address by:**

Mr. Minelik Getahun, Assistant Director General, Global Issues Sector, WIPO, Geneva

**Remarks by:**

Mr. Martin Oelz, Team Leader, Indigenous Peoples and Ethnic Minorities, Gender, Equality and Diversity & ILOAIDS Branch, International Labour Organization (ILO), Geneva

Mr. Juan Hoyos, Adviser, Sustainable and Inclusive Value Chains, Division of Enterprises and Institutions, International Trade Centre (ITC), Geneva

Ms. Marion Heathcote, Representative, International Trademark Association (INTA), Principal, Davies Collison Cave Pty, Sydney, Australia

**Message from UN Women:**

Ms. Christine Löw, Director, UN Women Liaison Office in Geneva

10.00 – 10.30

**Overview of Program and Practical Arrangements**

Ms. Daphne Zografos Johnsson, Legal Officer, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva

Ms. Rebecka Forsgren, WIPO Indigenous Fellow, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva

10.30 – 11.30

**Working Coffee - Getting to Know One Another**

Facilitator: Ms. Jennifer Tauli Corpuz, Legal Coordinator, Tebtebba - Indigenous Peoples' International Center for Policy Research and Education, Baguio City, Philippines

11.30 – 12.30

**Introduction to Intellectual Property (IP)**

Presentation: Mr. Wend Wendland

Ms. Daphne Zografos Johnsson

Ms. Rebecka Forsgren

Discussion

12.30 – 14.00

Lunch Break

14.00 – 15.00

**Introduction to IP (continued)**

Discussion

15.00 – 15.45

**Project Presentations**

Presenters: Ms. Lucia Fernanda Inácio Belfort Sales,  
Brazil

Ms. Florence Jaukae, Papua New Guinea

Ms. Solveig Ballo, Norway

Discussion

15.45 – 16.15

Coffee Break

16.15 – 16.45

**Marketing Cultural Heritage: An Introduction**

Presentation: Mr. Diego Rinallo, Associate Professor of  
Marketing and Consumer Culture, KEDGE  
Business School, Marseille, France

16.45 – 17.00

**Wrap up of the Day**

Facilitators: Ms. Jennifer Tauli Corpuz

Ms. Rebecka Forsgren

17.15

**Reception**

Tuesday, November 12, 2019

**Venue: Room 0.107, WIPO New Building**

9.00 – 9.10

**Overview of the Program for the Day**

Ms. Rebecka Forsgren

9.10 – 10.30

**Think Cooperation/Think Cooperatives**

Presenters/

Facilitators: Ms. Simel Esim, Manager, Cooperatives  
Unit, ILO, Geneva

Ms. Andrea Dávila, Technical Officer,  
Cooperatives Unit, ILO, Geneva

Ms. Mina Waki, Technical Officer,  
Cooperatives Unit, ILO, Geneva

10.30 – 11.00

Coffee Break

11.00 – 11.30

**Project Presentations**

Presenters: Ms. Lorcía Moore, Belize

Ms. Paula Thomson, South Africa

Discussion

11.30 – 12.30

**Think Cooperation/Think Cooperatives (continued)**

12.30 – 14.00

Lunch Break

14.00 – 15.30

**IP Group Exercises**

Facilitators: Ms. Marion Heathcote

Ms. Begoña Venero, Senior Counsellor,  
Traditional Knowledge Division, Global  
Issues Sector, WIPO, Geneva

Ms. Fei Jiao, Program Officer, Traditional  
Knowledge Division, Global Issues Sector,  
WIPO, Geneva

Ms. Daphne Zografos Johnsson

Ms. Carla Bengoa, Consultant, Traditional  
Knowledge Division, Global Issues Sector,  
WIPO, Geneva

15.30 – 16.00

Coffee Break

16.00 – 16.40

**Project Presentations**

Presenters: Ms. Gulnara Derbisheva, Kyrgyzstan

Ms. Fotima Bairambekova, Tajikistan

Ms. Theresa Secord, United States of  
America

Discussion

16.40 – 17.30

**IP Group Exercises (continued)**

17.30– 18.00

**Wrap up of the Day**

Facilitator: Ms. Jennifer Tauli Corpuz

Wednesday, November 13, 2019

**Venue: Room 0.107, WIPO New Building**

9.00 – 9.10

**Overview of the Program for the Day**

Ms. Carla Bengoa

9.10 – 10.00

**Introduction to Branding**

Presenters/

Facilitators: Ms. Marion Heathcote

Ms. Alexandra Grazioli, Director, Lisbon Registry, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO, Geneva

Discussion

10.00 – 10.40

**Project Presentations**

Presenters: Ms. Laima Abeid Sinare, United Republic of Tanzania

Ms. Lucille Anak Awen Jon, Malaysia

Ms. Nancy Vásquez García, Mexico

Discussion

10.40 – 11.00

Coffee Break

11.00 – 11.10

**Group Photo**

11.10 – 12.30

**Branding Exercises**

Facilitators: Ms. Marion Heathcote

Ms. Daphne Zografos Johnsson

12.30 – 14.00

Lunch Break

14.00 – 15.30

**Building Respect for IP**

Presenters/

Facilitators: Ms. Louise van Greunen, Director, Building Respect for IP Division, Global Issues Sector, WIPO, Geneva

Mr. Thomas Dillon, Legal Counsellor, Building Respect for IP Division, Global Issues Sector, WIPO, Geneva

Ms. Maria Beyeler Sapiante, Legal Officer,  
Building Respect for IP Division, Global  
Issues Sector, WIPO, Geneva

15.30 – 16.00

Coffee Break

16.00 – 17.15

**Coaching Session**

Remarks by: Ms. Cornelia Moussa, Director, Human  
Resources Management Department,  
WIPO, Geneva

Presenter/  
Facilitator:

Ms. Beate Giffo-Schmitt, Human Resources  
Officer, Performance and Development  
Section, WIPO, Geneva

17.15 – 17.30

**Wrap up of the Day**

Facilitator: Ms. Jennifer Tauli Corpuz



Thursday, November 14, 2019

**Venue: AB Building, Blue Room**

9.00 – 9.10

**Overview of Program for the Day**

Ms. Rebecka Forsgren

9.10 – 10.30

**Parallel Sessions**

**Patents/TK Based Innovation/GRs  
Venue: AB Building, Yellow Room**

Facilitators: Mr. Shakeel Bhatti, Counsellor, Traditional Knowledge Division, Global Issues Sector, WIPO, Geneva

Ms. Carla Bengoa

**Project Presentations**

Presenters: Ms. Loreta Alsa, Philippines

Ms. Celestine Magouo Epse Djallo,  
Cameroon

Ms. Subama Mapou, New Caledonia  
(France)

**Copyright and Designs  
Venue: AB Building, Blue Room**

Facilitators: Ms. Fei Jiao

Ms. Marion Heathcote

**Project Presentations**

Presenters: Ms. Naeema Al Maimani, Oman

Ms. Elham Fekrinejad Tehrani, Iran (Islamic Republic of)

Ms. Sarah Muhammad Fikry, Egypt

**Festivals  
Venue: AB Building, Orange Room**

Facilitators: Ms. Daphne Zografos Johnsson

Ms. Rebecka Forsgren

**Project Presentations**

Presenters: Ms. Elverina Johnson, Australia

**Geographical Indications (TBD)**  
**Venue: AB Building, Green Room**

Facilitator: Ms. Alexandra Grazioli

**Project Presentations**

Presenter: Ms. Lorena Llumiquinga Jiménez, Ecuador

**Documentation of TK and TCEs**  
**Venue: AB Building, Baeumer room**

Facilitator: Ms. Begoña Venero

**Project Presentations**

Presenters: Ms. Adi Lua Chung, Fiji

Ms. Aurea Mendoza Capcha, Peru

10.30 – 11.00

Coffee Break

11.00 – 12.30

**Collaborations**  
**Venue: AB Building, Blue Room**

Presenters/  
Facilitators: Mr. Rune Fjellheim, Director General, Sámi  
Parliament of Norway, Kárášjohka, Norway

Ms. Marion Heathcote

Discussion

12.30 – 14.00

Lunch Break

14.00 – 15.30

**SheTrades - Market Access**  
**Venue: AB Building, Blue Room**

Presenter/  
Facilitator: Mr. Juan Hoyos

Discussion

15.30 – 16.15

**Wrap up of the Day**

Facilitator: Ms. Jennifer Tauli Corpuz

16.15 – 18.00

**Visit to the Musée d'ethnographie de Genève**

Friday, November 15, 2019

**Venue: Room 0.107, WIPO New Building**

9.00 – 9.10

**Overview of the Program for the Day**

Ms. Carla Bengoa

9.10 – 9.40

**Developing your IP Strategy**

Presenters/

Facilitators: Ms. Tamara Nanayakkara, Counsellor,  
Department for Transition and Developed  
Countries, SMEs and Entrepreneurship  
Support Division, WIPO, Geneva

Ms. Daphne Zografos Johnsson

9.40 – 10.40

**Marketing Cultural Heritage: Part 2**

Presenter/

Facilitator: Mr. Diego Rinallo

10.40 – 11.00

Coffee Break

11.00 – 12.00

**Marketing Cultural Heritage: Part 2 (continued)**

Discussion

12.30 – 14.00

Lunch Break

14.00 – 14.45

**Project Presentations**

Presenters: Ms. Higinia González Maroto, Costa Rica

Ms. Tia Taurere-Clearsky, Canada

Ms. Elena Variksoo, Russia

14.45 – 15.15

**Mentoring and Project Implementation**

Presenters: Ms. Daphne Zografos Johnsson

Ms. Rebecka Forsgren

Discussion

15.15 – 15.30

Coffee Break

15.30 – 16.00

**Evaluation of Practical Workshop**

16.00 – 16.30

**Wrap-up of the Workshop and Closing Remarks**

Mr. Minelik Getahun

Mr. Wend Wendland

16.30

**Closing of the Workshop**

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