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**CDIP SIDE EVENT**

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**ORIGINAL: ENGLISH**  
**DATE: APRIL 5, 2024**

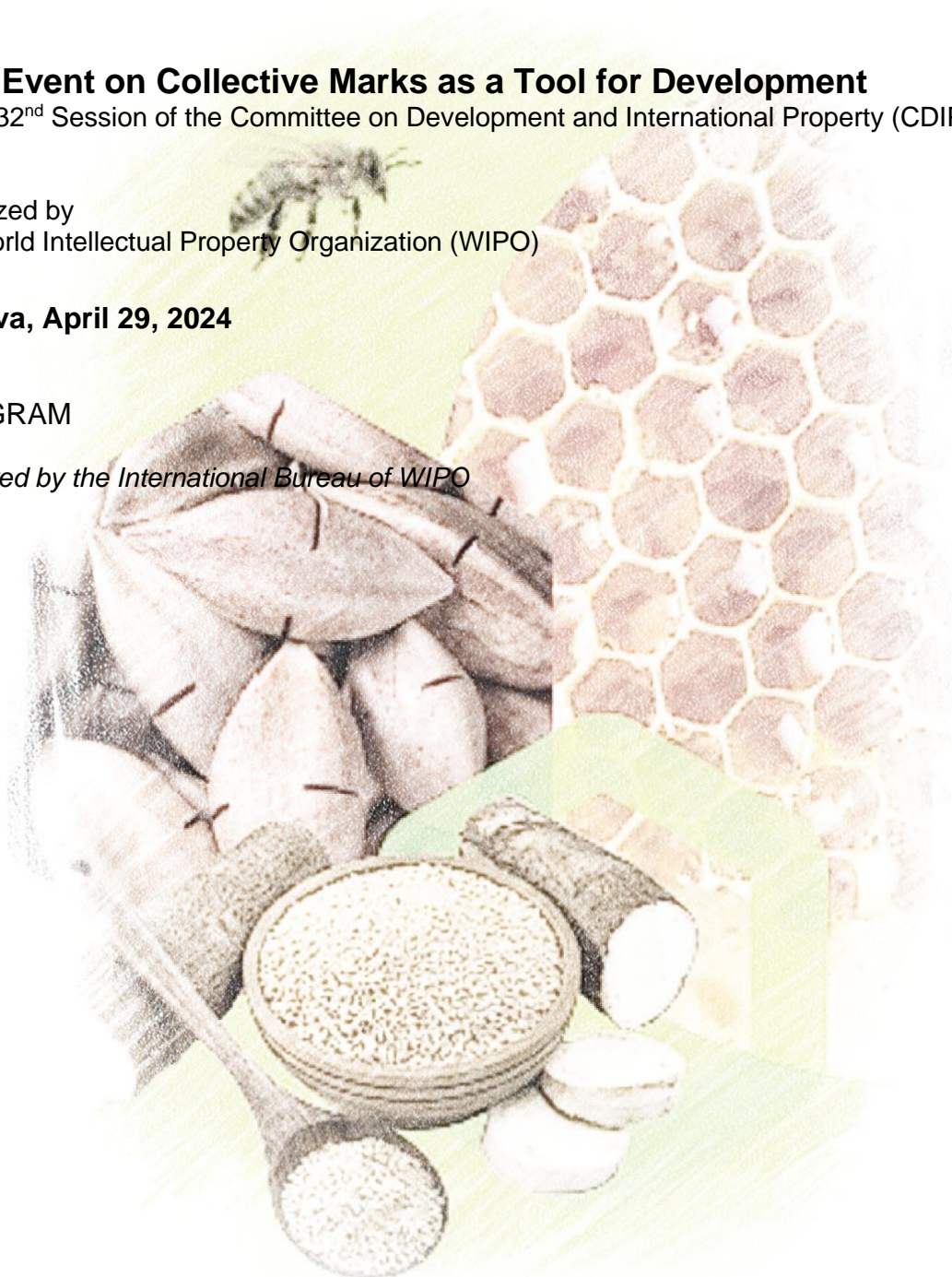
**Side Event on Collective Marks as a Tool for Development**  
at the 32<sup>nd</sup> Session of the Committee on Development and International Property (CDIP)

organized by  
the World Intellectual Property Organization (WIPO)

**Geneva, April 29, 2024**

**PROGRAM**

*prepared by the International Bureau of WIPO*



Format and venue:

Hybrid, WIPO HQ, room NB.0.107 and on Zoom

[https://wipo-int.zoom.us/webinar/register/WN\\_C18Skc9QSHygBhVWChs8cQ#/registration](https://wipo-int.zoom.us/webinar/register/WN_C18Skc9QSHygBhVWChs8cQ#/registration)

Objective:

At its 24<sup>th</sup> session, the Committee on Development and International Property (CDIP) approved the project proposal submitted by the Plurinational State of Bolivia on the *Registration of the Collective Marks of Local Enterprises as a Cross-cutting Economic Development Issue*. The project aimed to establish a “collective mark incubator” involving relevant public and private bodies to assess the technical, financial and market viability of the goods selected, provide technical advisory services on trademark protection, and assist in the registration of collective marks.

To celebrate the successful implementation of this project in Brazil, the Plurinational State of Bolivia, The Philippines and Tunisia, this side event will serve as a platform to:

- ❖ share experiences and best practices on the implementation of the project at the national level;
- ❖ highlight the importance and impact of collective marks for the selected associations, by telling their success story;
- ❖ identify the challenges faced, lessons learned and explore options for sustainability.

Program:

Monday, April 29, 2024

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| <b>13.20 – 13.30</b> | <p><b>Welcoming Remarks and Project Overview</b><br/>Mr. Georges Ghandour, Senior Counsellor and Project Manager, DACD</p>   |
| <b>13.30 – 14.30</b> | <p><b>Towards creating a Collective Marks Management Framework for Sustainability</b></p> <p>Mr. Pablo Regalado, Head, Geographical Indications and Trademarks Division, National Institute of Industrial Property (INPI), Ministry of Economy, Brazil</p> <p>Mr. Carlos Fernando Escobar Revollo, Second Secretary, Vice-Ministry of Foreign Trade and Integration, Ministry of Foreign Affairs, Plurinational State of Bolivia</p> <p>Mr. Jesus Antonio Z. Ros, Director IV, Bureau of Trademarks, Intellectual Property Office of the Philippines (IPOP HL), The Philippines</p> <p>Mr. Imed Methnani, Counsellor, Directorate General of International Organizations and Conferences, Ministry of Foreign Affairs, Migration and Tunisians Abroad, Tunisia</p> |
| <b>14.30 – 14.45</b> | <p><b>Discussion and Q &amp; A</b></p> <p>All participants are invited to contribute to the discussion.</p>  |
| <b>14.45 – 14.50</b> | <p><b>Closing Remarks</b></p>  |

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