



GOVERNMENT OF THE REPUBLIC OF
MAURITIUS



JAPAN PATENT OFFICE



WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WORKSHOP

**WIPO/TM/MRU/18/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: MAY 14, 2018**

National Stakeholder Workshop and Technical Committee Meeting: Branding Strategies for Origin-based Products

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Government of the Republic of Mauritius

and with the assistance of
the Japan Patent Office (JPO)

Port-Louis, Mauritius, March 22 and 23, 2018

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, March 22, 2018

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| 8.30 – 9.30 | Registration | |
| | Opening Session | |
| 9.30 – 10.00 | Opening remarks by: | |
| | The representative of the World Intellectual Property Organization (WIPO), Geneva | |
| | His Excellency Mr. Yoshiharu Kato, Ambassador Extraordinary and Plenipotentiary of Japan in the Republic of Mauritius, Port-Louis | |
| | The representative of the Government of the Republic of Mauritius, Port-Louis | |
| 10.00 – 10.30 | Coffee Break | |
| 10.30 – 11.00 | Topic 1 | Intellectual Property (IP) and Branding Strategies: WIPO Technical Assistance Tools and Services |
| | Speaker: | Ms. Loretta Asiedu, Senior Counsellor, Regional Bureau for Africa, Development Sector, WIPO |
| 11.00 – 11.45 | Topic 2 | Presentation of Preliminary Feasibility Study: Findings and Recommendations (Including Inputs From Field Mission) |
| | Speaker: | Mr. Getachew Mengistie Alemu, IP Law Consultant, Springfield, Virginia, United States of America |
| 11.45 – 12.30 | | Discussions |
| 12.30 – 14.00 | Lunch Break | |
| 14.00 – 15.00 | Topic 3 | Intellectual Property Rights (IPR) Tools for Protection of Origin-based Products |
| | Speaker: | Mr. Getachew Mengistie |
| 15.00 – 15.15 | Coffee Break | |

15.15 – 17.00 **Topic 4** **Round Table Discussion: Towards the Development of an IP and Branding Strategy for Distinctive Products of Mauritian Origin – Selection of Products and IPR Tools**

Moderator: Ms. Loretta Asiedu

Speakers: Mr. Getachew Mengistie

Stakeholder representative

Representative of the National Focal Agency

17.00 – 17.30 Closing Ceremony

Discussants: All speakers and participants

Friday, March 23, 2018

10.00 – 12.30 **Topic 5** **Wrap-up Meeting of the Technical Committee: Discussion on Roles and Responsibilities of Parties and Way Forward**

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