



INTERNATIONAL TRADE CENTRE (ITC)
UNCTAD/WTO



WORLD INTELLECTUAL
PROPERTY ORGANIZATION



(FCBC)

WIPO/ITC WORKSHOP ON LEGAL PROTECTION OF ORIGINAL CRAFT ITEMS

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the International Trade Centre UNCTAD/WTO (ITC)
and the
Fondo Cubano de Bienes Culturales (FCBC)
Havana, January 30 to February 1, 2001

PROGRAM

prepared by the International Bureau of WIPO

Tuesday, January 30, 2001

9.00 Registration

Opening of the Workshop

Mrs. Maria Mercedes Sala, Market Development Official for Artisanal Products, International Trade Centre UNCTAD/WTO (ITC), Geneva

Mrs. Martha Parra Friedli, Consultant, Cooperation for Development Bureau for Latin America and the Caribbean, World Intellectual Property Organization (WIPO), Geneva

Mr. Rafael Acosta de Arriba, President, National Fine Arts Council, Havana

9.45 Justifying the protection of original craft items

Speaker: Mr. Juan David Castro, Consultant, Legal Protection for Trade in Original Craft Items, International Trade Centre UNCTAD/WTO (ITC), Geneva

10.15 Coffee break

10.45 Problems encountered due to inadequate protection of artisanal creations: some examples

Speakers: Mr. Víctor Manuel Loyola Rosario, Director of International Technical Cooperation, Ministry of Industry, Tourism, Integration and International Trade Negotiations, Lima

Mr. Juan David Castro

11.45 Debate

12.30 End of Session

Wednesday, January 31, 2001

How can artisanal creations be protected?

9.00 Through the intellectual property system

Speaker: Mr. Juan David Castro

10.00 Provisions in WIPO-administered treaties

Speaker: Mrs. Martha Friedli

10.30 Coffee break

11.00 Customary law, local and traditional regulatory systems

Speaker: Mrs. Martha Parra Friedli

11.30 Codification of artisanal products in trade and customs nomenclatures

Speaker: Mrs. María Mercedes Sala

12 noon Protection as a crucial factor in crafts value

Speaker: Mrs. Cecilia Duque Duque, General Manager, *Artesanías de Colombia S. A.*, Ministry of Economic Development, Bogota D.C.

13.00 Lunch break

14.30 Corporate schemes and structural framework for the protection of craft items

Speaker: Mr. Juan David Castro

15.00 Debate

16.00 End of Session

Thursday, February 1, 2001

Towards a more effective system of protection

09.00 At the international level

Speakers: Mr. Juan David Castro

Mrs. Martha Parra Friedli

10.00 At the national level

Speaker: Mr. Víctor Manuel Loyola Rosario

10.30 Coffee break

11.00 Round table: "Legal means for the protection of original craft items in Cuban intellectual property legislation"

Panelists: Mrs. Dolores Isabel Agüero Boza, Deputy Director, National Copyright Center (CENDA), Havana

Mrs. Clara Marvilia Carracedo González, Deputy Director, International Relations, National Copyright Center (CENDA), Havana

Mrs. Emilia Lara Díaz, General Deputy Director, Cuban Industrial Property Office (OCPI), Havana

Mrs. Clara Miranda Vila, Head, Department of Trademarks and Other Distinctive Signs, Cuban Industrial Property Office (OCPI), Havana

12 noon Debate

12.30 Closing Ceremony

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