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| New IPOPHL logo | WIPO-E |
| INTELLECTUAL PROPERTY OFFICE OF PHILIPPINES |
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| **Program**  |
|  WIPO/IP/MNL/14/inf/1  |
| ORIGINAL:  ENGLISH |
| DATE:  January 21, 2014 |

**WIPO Advisory Mission to Develop a Master Plan/Strategy**

**on Building Respect for IP**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Intellectual Property Office of Philippines (IPOPHIL)

**Manila, Philippines, January 22 to 24, 2013**

PROGRAM

*prepared by the Secretariat*

**January 22, 2014**

9:30 a.m. Courtesy call to and Preliminary Meeting with DG Blancaflor and Deputies Director General Allan Gepty and Nelson Laluces

10:00 – 12:00 Government:

 Commission on Higher Education

 Bureau of Micro, Small and Medium Enterprise

 Development, DTI

 Office of the DTI Secretary/Planning

 Department of Agriculture

 Department of Science and Technology

 Department of Education

 National Economic and Development Authority

 Central Bank of the Philippines

12:00 – 2:00 p.m. Lunch Break

2:00 – 5:00 p.m. Industry Associations

 Association of Filipino Franchisers, Inc.

 Philippine Franchise Association

 Philippine Retailers Association

 Association of Accredited Advertising Agencies

 Philippine Chamber of Commerce and Industry

 Advertising Suppliers Association of the Phils.

 Filipino Inventors Society

5:00 p.m. End of First Day

**January 23, 2014**

10:00 a.m. to Media and Communications Agencies

12:00 p.m. Presidential Communications Operations Office

 Philippine Information Agency

12:00 p.m. Lunch Break

3:30-5:00 p.m. IPOPHL Workshop Based on Inputs from Various Groups

5:00 p.m. End of Second Day

**January 24, 2014**

10:00 a.m. – 2:00 p.m. Continuation of Workshop and Wrap-Up Session on Next Steps

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