



MINISTRY OF ECONOMY AND TRADE
OF THE REPUBLIC OF LEBANON



SUB-REGIONAL MEETING

WIPO/ID/BEY/18/INF. 1PROV
ORIGINAL: ENGLISH
DATE: SEPTEMBER 21, 2018

Arab Sub-Regional Meeting on Industrial Designs

organized by
the World Intellectual Property Organization (WIPO)

and
the Ministry of Economy and Trade of the Republic of Lebanon

Beirut, Lebanon, December 6 and 7, 2018

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Thursday, December 6, 2018

9.00 – 9.45 Registration

9.45 – 10.00 Opening Session

Welcome addresses by:

Ms. Alia Abbas, Director General, Ministry of Economy and Trade, Beirut, Lebanon

Mr. Amr Abdelaziz, Counsellor, Regional Bureau for Arab Countries, Development Sector, World Intellectual Property Organization (WIPO), Geneva

10.00 – 10.45 **Topic 1 The Importance of Industrial Designs – Innovating through Designs**

Speakers will explain how design is an essential component of innovation and how, in an environment of fierce competition, design can make the difference

Speakers: Ms. Marina Foschi, Legal Officer, Department for Trademarks, Industrial Designs and Geographical Indications, Policy and Legislative Advice Section, Brands and Designs Sector, WIPO

Ms. Stephanie Di Palma, Intellectual Property Counsel, Chanel Sarl, Geneva, Switzerland

10.45 – 11.15 **Topic 2 How to Protect Designs – Current Developments and Tendencies**

Speakers will look at the different means of protection of designs, as well as at current tendencies in the choice of specific means of protection by design-holders, focusing in particular on the fashion and jewelry industries. This panel will also explore the latest developments relating to the protection of designs at the multilateral level

Speakers: Ms. Marina Foschi

Ms. Stephanie Di Palma

11.15 – 11.30 Coffee Break

11.30 – 13.00 **Topic 2 How to Protect Designs – Current Developments and Tendencies (continued)**

Speakers: Ms. Stephanie Di Palma

Ms. Fatima Zahra El Ouakil, Head of Communication,
Moroccan Industrial and commercial property Office
(OMPIC), Casablanca, Morocco

Friday, December 7, 2018

10.00 – 10.45 **Topic 3 The Protection of Industrial Designs in Lebanon**

The speaker will present the Lebanese legal framework and explain how industrial designs are protected in Lebanon

Speaker: Local speaker (TBD)

10.45 – 11.15 **Topic 4 Protecting Industrial Designs Abroad: The Hague System Concerning the International Registration of Industrial Designs**

The speaker will give an overview of the Hague System and its main features

Speaker: Ms. Marina Foschi

Ms. Fatima Zahra El Ouakil

11.15 – 11.30 Coffee Break

11.30 – 12.15 **Topic 5 Experience in Developing a National Design Protection Strategy**

Speakers will present the recent developments in the WIPO Committee on Development and Intellectual Property (CDIP) and the experience of Morocco in fostering design protection at the national level

Speakers: Ms. Marina Foschi

Ms. Fatima Zahra El Ouakil

12.15 – 13.00 **Topic 6 Protecting Industrial Designs: Selected Case Studies**

The speaker will outline the perspective of the private sector as regards the protection of industrial designs in Lebanon and abroad

Speaker: Local speaker (TBD)

13.00 – 13.30

Roundtable discussion on the way forward for developing industrial designs in the Arab region

Moderator: Mr. Amr Abdelaziz

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