
Organized by the Regional Centre for the Safeguarding of ICH in South-Eastern Europe under the auspices of UNESCO
Sofia, April 23-24, 2015

Thursday, April 23, 2015

9.00 am – 9.30 am Registration

9.30 am – 9.45 am Opening Remarks:
Ms. Mima Stoilova-Nikolova, Executive Director of the Regional Centre for the Safeguarding of ICH in SEE under the auspices of UNESCO
Mr. Wend Wendland, Director, Traditional knowledge Division, WIPO
Ms. Harriet Deacon, Consultant, UNESCO

Session I Introduction to Intellectual Property (IP) and Intangible Cultural Heritage (ICH), to WIPO’s and UNESCO’s work

9.45 am – 10.45 am Introduction to IP
Speaker: Ms. Fei Jiao, Associate Program Officer, Traditional knowledge Division, WIPO

10.45 am – 11.30 am WIPO’s work on IP protection of traditional knowledge (TK) and traditional cultural expressions (TCEs)
Speaker: Mr. Wend Wendland, WIPO

11.30 am – 11.45 am Coffee break

11.45 am – 12.15 am Early cooperation of UNESCO and WIPO, action of UNESCO before the Convention
Speaker: Mr. Rieks Smeets, consultant, former secretary of UNESCO’s Intangible Heritage Convention

In support of UNESCO’S 70th Anniversary Celebrations
12:15 am – 1.00 pm  UNESCO’s work on ICH safeguarding and how this relates to IP  
Speaker: Ms. Harriet Deacon / UNESCO

1.00 pm – 2.30 pm  Lunch break

2.30 pm – 3.15 pm  Discussion of case studies

3.15 pm – 3.30 pm  Coffee break

Session II  IP and Traditional Medical Knowledge

3.30 pm – 4.00 pm  Options for IP protection of traditional medical knowledge  
Speaker: Ms. Fei Jiao, WIPO

4.00 pm – 4.30 pm  Traditional medical knowledge in Bulgaria/the SEE region  
Speaker: Ms. Violeta Koceva, Lecturer, Historical and Ethnology Department, University of Sofia

4.30 pm – 5.00 pm  Discussion: traditional medical knowledge

Friday, April 24, 2015

Session III  IP and Documentation of ICH

9.30 am – 10.15 am  The role of documentation in IP protection of TK/TCEs  
Speaker: Ms. Fei Jiao, WIPO

10.15 am – 11.00 am  Issues in inventorying for safeguarding ICH / case studies and discussion  
Speaker: Ms. Harriet Deacon, UNESCO

11.00 am – 11.15 am  Coffee break

11.15 am – 12.30 pm  Panel Discussion: Regional, national and local experiences with the documentation of ICH and IP-related questions  
Moderator: Nikolai Vukov; panelists: Experts from the SEE region
12.30 pm – 2.00 pm  Lunch break

**Session IV**  

**IP and the commercialization of products based on ICH**

2.00 pm – 2.30 pm  

*UNESCO, the Committee, the Convention and its Operational Directives on sustainable development and commercialization / case studies and discussion*  
Speaker: Mr. Rieks Smeets, UNESCO

2.30 pm – 3.00 pm  

*The role of IP in commercialization of products based on TK/TCEs / case studies and discussion*  
Speaker: Ms. Fei Jiao, WIPO

3.00 pm – 3.15 pm  

Coffee break

3.15 pm – 4.15 pm  

**Panel Discussion: Regional, national and local experiences with the commercialization of products based on ICH**  
Moderators: Mr. Wend Wendland, WIPO and Ms. Harriet Deacon, UNESCO; panelists: Experts from the SEE region.

4.15 pm – 4.20 pm  

**Closing Session**  
Ms. Mima Stoi-lova-Nikolova, Executive Director of the Regional Centre for the Safeguarding of ICH in SEE under the auspices of UNESCO