E

WORLD TRADE ORGANIZATION
ORGANISATION MONDIALE DU COMMERCE
ORGANIZACIÓN MUNDIAL DEL COMERCIO

WIPO | ACADEMY
Building Intellectual Property Knowledge and Skills

EXECUTIVE PROGRAMME FOR SENIOR GOVERNMENT OFFICIALS

ORIGINAL: ENGLISH
DATE: OCTOBER 27, 2027

The Intellectual Property Ecosystem: WIPO-WTO Executive Programme for Senior Government Officials

organized by
the World Intellectual Property Organization (WIPO)
and
the World Trade Organization (WTO)

Geneva, February 1 to 12, 2027

PROVISIONAL PROGRAMME

prepared by the International Bureau of WIPO and the WTO Secretariat

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Objectives of the programme

This programme is designed for senior government officials to deepen their knowledge of key aspects of international intellectual property (IP) law, policy and practice. The programme emphasises recent developments and emerging issues discussed at WIPO and the WTO. The course situates IP as part of the innovation and creativity ecosystem and the trading system.

The course provides a forum for participants to engage with experts from WIPO and WTO and exchange information and best practices with peers. This programme contributes to building knowledge and capacity to strengthen national expertise in areas of IP and its intersection with public policy areas. The course includes keynote presentations, panel discussions, focused discussion sessions and training exercises. Each session is designed to maximize discussion and interactive learning opportunities.

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Venue for first week: February 1 to 5, 2027 at WTO, Room E

Monday, February 1, 2027

9.00 – 9.30	**Registration**		
9.30 – 10.15	**Opening Remarks**		
	Representative from WTO Representative from WIPO		
10.15 – 10.20		**Secretariat Program Overview and Announcements**	
10.20 – 10.45		**Group photo and coffee break**	
10.45 – 12.15	**Theme 1**	**IP and the Innovation Ecosystem** **Setting the Context: Intellectual Property (IP) and Public Policy** This session will provide an introductory overview of the key current topics in international intellectual property law. Later sessions will explore topics raised in more detail. Speakers: TBC	
12.15 – 13.45	Lunch break		
13.45 – 15.15	**Theme 2**	**IP treaties: a global panorama** This theme will outline the overall goals of IP protection and how they are reflected in international IP law. The session will include discussion of: - the innovation and economic development goals of IP at international, regional and domestic levels -outline of the TRIPS Agreement -introduction to core WIPO treaties	
		Speakers:	TBC
15.15 – 15.30	Break		
15.30 – 17.00	**Theme 2**	**IP treaties (cont.)**	
		Speakers:	TBC
17.00	**End of day 1**		

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Tuesday, February 2, 2027

Intellectual Property and Digital Trade

9.00 – 11.00	**Theme 3**	**Copyright and related rights** This theme will provide an update on current issues in the area of copyright and related rights, and design. The session will examine the role of copyright in digital trade and global value chains, including protection in the digital environment.	
		Speakers:	TBC
11.00 – 11.30	Break		
11.30 – 12.30	**Theme 3 (cont.)**		
		Speakers:	TBC
12.30 – 13.30	Lunch Break		
13.30 – 15.30	**Theme 3A**	**Trademarks**	
		This session will provide an update on trademarks, including the protection of trademarks in the digital environment.	
		Speakers:	TBC
15.30 – 16.00	Break		
16:00 – 17:00	**Theme 3A (cont.)**	**Participant led reflections and discussion**	
17.00	**End of day 2**		

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Wednesday, February 3, 2027

Intellectual Property and Digital Trade (cont.)

9.00 – 10.30	**Theme 3B**	**IP enforcement in the digital environment**	
		This session will look at enforcement of IP rights in the digital arena. While the TRIPS Agreement establishes relevant minimum standards, IP enforcement remains largely dependent on national authorities, such as courts, administrative tribunals and customs authorities. This session will discuss enforcement of IP rights in the digital environment with a particular focus on Micro Small and Medium Enterprises (MSMEs)	
		Speakers:	TBC
10.30 – 11.00	Break		
11.00-12.00	**Theme 3B (cont.)**		
		Speakers:	TBC
12.00 – 13.30	Lunch break		
13.30 – 15:00		**Consolidating themes 3, 3A and 3B** Discussion and presentation of practical experiences by participants	
		Moderator:	TBC
15.00 – 15.30	Break		
15.30 – 17.00		**Conversations on the role of innovation, creativity and trade in a fast-changing world** Session led by DDGs from both Secretariats	
		Panellists:	DDG WTO DDG WIPO
17.00	**End of day 3**		

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Thursday, February 4, 2027

Select Country Experiences: Focus on MSMEs

9.00 – 12.30		**Sharing National Experiences about MSMEs**	
9.00 – 10.30		**Country presentations**	
	[Countries]	[Names participants]	
10.30 – 11.00	Coffee break		
11.00 – 12.30		**Country presentations**	
	[Countries]	[Names participants]	
12.30 – 12.45		**Recap by participants on country presentations**	
12.45 – 14.00	Lunch break		
14.00 – 15.30		**MSMEs** This session will focus on the needs and opportunities for MSMEs in the global IP ecosystem	
		Speakers:	TBC
15.30 – 15.45	Break		
15.45– 17.00	**Theme 4**	**IP and Free Trade Agreements** This session will provide a broad overview of IP chapters in FTAs	
		Speakers:	TBC
17.00	**End of day 4**		

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Friday, February 5, 2027

Learning Journey Visit: IP in Action (Details TBC)

Saturday, February 6 and Sunday, February 7, 2027

No sessions

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Venue for second week: 8-12 February 2027 at WIPO Headquarters, 34 Chemin des Colombettes, Geneva, Room

Monday, February 8, 2027

Patents, Innovation and Technology Transfer

9.00 – 10.30	**Theme 5**	**Legal and Policy Issues in the Field of Patents and Undisclosed Information** This session will discuss patents in the international trading system and WIPO Standing Committee on the Law of Patents (SCP)	
		Speakers	TBC
10.30 – 11.00	Discussion		
11.00 – 11.15	Break		
11.15 – 12:30	**Theme 5 (cont.)**	**Spotlight: WIPO's Strategy on Standard Essential Patents (SEPs)**	
		Speakers :	TBC
12:30-14:00	Lunch break		
14:00-15:45	**Theme 6**	**IP, Innovation and Technology Transfer** The session on IP, innovation and technology transfer will explore the role of intellectual property in supporting innovation, knowledge diffusion and technology transfer, with particular attention to the interface between the TRIPS Agreement and broader innovation policies. Speakers TBC	
15.45 - 16.00	Break		
16.00 -17.00	**Theme 6 (cont.)**	Speakers :	TBC
17.00	**End of day 6**		

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Tuesday, February 9, 2027

Traditional Knowledge

9.00 – 10.45	**Theme 7**	**The State of Play**	
		This session will discuss the WIPO Treaty on Genetic Resources and Traditional Knowledge and the ongoing work of the IGC.	
		Speakers:	TBC
10.45- 11.15	Break		
11.15 – 12.30	**Theme 7A**	**Traditional Knowledge as part of the Innovation Ecosystem** This session will focus on opportunities for using traditional knowledge to support innovation and to grow local business and employment opportunities. This discussion will include case studies. Examples will also look at domestic micro- and small businesses as well as those that have grown to also export their goods and operate as part of the global trading system.	
		Speakers:	TBC
12.30 – 13.00	**Discussion**	**Key takeaways and reflections**	
13.00 – 14.30	Lunch Break		
14.30 – 15:45	**Theme 8**	**Legal and Policy Issues in the Field of Geographical Indications** This session will discuss the TRIPS Agreement protection of geographical indications and the WIPO Lisbon Agreement and the Geneva Act.	
		Speakers:	TBC
15.45 – 16.00	Break		
16.00- 17.00	**Theme 8 (cont.)**	**Geographical Indications Success Stories** The session will examine successful case studies of GI registrations using the WIPO Lisbon System	
		Speakers:	TBC
17.00	**End of day 7**		

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Wednesday, February 10, 2027

09.00 – 10.30	**Theme 9**	**IP institutions, administration and services** Supporting the IP ecosystem are various institutions and the actors in them. Institutions at domestic level are the backbone of the IP ecosystem. These institutions include domestic IP offices, courts and administrative tribunals and policy teams. This session will focus on sharing knowledge about institutions including: -The international rules and how they relate to domestic IP institutions -Updates on the Madrid System and the Patent Cooperation Treaty, the patent prosecution highway and other initiatives - Establishing links and regulatory cooperation among IP offices - Using digital tools and AI in IP management and administration - Business associations and public interest organisations, and their contributions to IP policy	
		Speakers:	TBC
10:30 – 11:00	Break		
11.00 – 12.45	**Theme 9** **(cont.)**		
		Speakers:	
12.45 – 14.00	Lunch break		
14.00 – 15.45	**Theme 9 A (cont.)**	**IP Institutions and dispute settlement**	
		This session will focus on dispute settlement including how IP offices resolve disputes, WIPO arbitration and mediation, WTO dispute settlement	
		Speakers:	TBC
15.45 - 16.00	Break		
16.00 – 17.00	**Recap and reflections**		
17.00	**End of day 8**		

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Thursday, February 11, 2027

9.00 – 10.45	**Theme 10**	**IP, Trade and Health** The session on Trade, IP and Public Health will examine the intersection between the TRIPS Agreement, innovation and public health. Through expert presentations, practical case studies and interactive discussions, participants will explore the role of the TRIPS Agreement in the development, deployment and diffusion of health technologies.	
		Speakers:	TBC
10.45 – 11.15	Discussion		
11.15 – 11.45	Break		
11.45 – 12.45	**Theme 10 (cont.)**	**IP, Trade and Health**	
		Speakers:	TBC
12.45 – 14.00	Lunch break		

Shaping the Future: IP
Women, Youth, MSMEs and Underrepresented Groups

14.00 – 15:30	**Theme 11**	**Women, Youth and IP** In this session the Secretariats' work with youth and education programmes will be discussed**.**	
		Speakers:	TBC
15:30 – 15.45	Break		
15:45 – 17.00	**Theme 11A**	**Women as Entrepreneurs and Innovators** This session will focus on the role of women in the IP ecosystems and the initiatives to support greater inclusion in IP and the global economy, including initiatives at WIPO and the WTO	
		Speakers:	TBC
17.00	**End of day 9**		

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Friday, February 12, 2027

09.00 – 10.30	**Theme 12**	**IP Asset Evaluation and Financing**	
		Speakers:	TBC
10.30-11.00		**Roundtable on Evaluation of the Executive Programme and Distribution of Certificates**	
		Panellists:	Representative from WTO Representative from WIPO
11.00 – 12.00	**Closing Remarks**		
	Representative from WTO Representative from WIPO		
	End of programme		

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