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**VIRTUAL MEETING**

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**WIPO/IP/INN/GE/6/22/1**  
**ORIGINAL: ENGLISH**  
**DATE: OCTOBER 24, 2022**

Sharing Session on “Women and IP”

# Closing the Gender Gap in Intellectual Property (IP)

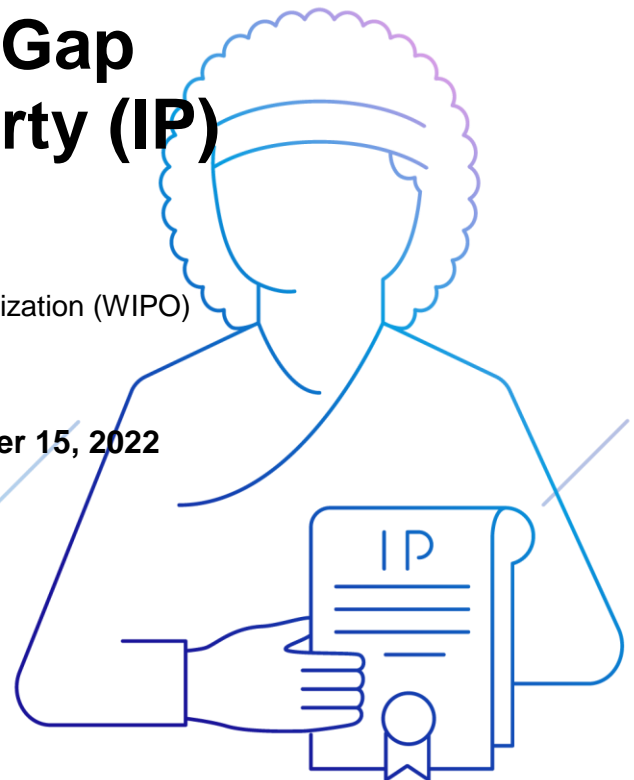
## Women and Tourism

organized by the World Intellectual Property Organization (WIPO)

**Fourth Session**  
**Virtual meeting (hosted on Zoom), November 15, 2022**

### Program

*prepared by the International Bureau of WIPO*



**Tuesday, November 15, 2022**

12.30 – 12.35 **Opening**  
(C.E.T)

Mr. Irfan Baloch, Director, Development Agenda Coordination  
Division, WIPO

12.35 – 13.30 **Sharing session: How can IP help Women's contribution to Tourism?**

Moderator: Ms. Le Thi Tuyet Mai, Ambassador and Permanent  
Representative of the Socialist Republic of Viet Nam to the  
United Nations Office and other international organizations in  
Geneva

Speakers: Ms. May M. Hassan, Founder of IPMentor Initiative, Intellectual  
Property Attorney and Field Researcher, IP Trainer and founding  
member of the National Intellectual Property Academy of Egypt,  
and author of the study on "Intellectual Property, Tourism and  
Culture: Supporting Development Objectives and Promoting  
Cultural Heritage in Egypt", Egypt

Ms. Mary Badalyan, Co-Founder and a Chief Executive Officer of  
EventToura, Armenia

Ms. Apolónia Rodrigues, President of the Dark Sky Association,  
and President of the Rede de Turismo de Aldeia do Alentejo,  
Portugal

Dr. Valma Jessamy, Owner and Resident Scientist of Jessamine  
Eden Wellness Farm, as well as a Chief Executive Officer and  
Principal Research Scientist of 17th/21st Century Cures Ltd.,  
Grenada

13.30 – 14.20 **Discussion Panel and Q&A session**

All participants are invited to contribute to the discussion

14.20 – 14.30 **Wrap-up and Closing**

Ms. Sandra Carvao, Director, Market Intelligence &  
Competitiveness, World Tourism Organization (UNWTO)

Mr. Irfan Baloch, Director, Development Agenda Coordination  
Division, WIPO

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