



CARIFORUM Intellectual Property Rights & Innovation



Act. 18 & 19 AWP4

Understanding IP business strategy: packaging, branding and distribution

7, 8, 9 March 2023

*9:00 – 10:30 AM AST
14:00 – 15:30 CET*

Venue: Zoom

DRAFT AGENDA



Funded by the European Union

CARIFORUM



EU-CARIFORUM Regional project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

caripi-hub.com



Background:

CARIFORUM countries are rich in natural resources and commodities that have the potential to be branded and marketed in a way that allows achieving higher returns. One of the challenges facing the regional agro-business sector is their limited knowledge of how to use the IP system to leverage the potential value associated with their products. Under the current workplan the focus will be on building the capacity of producer groups to develop and manage a certification system inclusive of making an application for protecting the products using the most suitable IP tool(s). Geographical Indications (GIs) increase revenues for local producers and satisfy the needs of more conscious and demanding customers. They can lead to higher and more stable export earnings, and can make a positive contribution to rural development, the preservation of diversity, the quality of products and local jobs. The effective use of GIs and other IP tools in the marketing of products by CARIFORUM entrepreneurs has several advantages. As most producers in CS operate at a relatively small scale, the higher prices that consumers, particularly in the EU, are willing to pay for such origin-linked products helps to overcome the challenges of such small-scale production.

Under previous workplans the CarIPI project implemented mentorship programme which focused providing technical assistance to 9 producer groups from 8 participating countries. Technical assistance was provided in 3 key areas: developing specifications; producer group organisation and developing control systems; and marketing and promotion.

This webinar focuses on the marketing component of the mentorship programme and will address 3 areas: **Packaging and Branding, Marketing and Distribution.**

Objectives of the event:

- To build the capacity among producer groups and other MSMEs in CS of IP and the importance of integrating IP strategies in their business models
- To present practical tools which can be used by MSMEs to develop effective strategies for enhanced competitiveness through the use of trademarks and GIs tools
- To provide opportunity for participants to engage with each other and other regional experts and to learn from their experience using the tools which will be presented during the webinar

Target audience:

- OLP mentorship programme cohorts 1 and 2
- Regional MSMEs
- BSO

Useful information:

- About the CarIPI Project: caripi-hub.com

Day 1: 7 March 2023 9:00 – 10:30 AM AST/14:00 – 15:30 CET

Packaging and Branding of an IP Business Asset

5 min	Introduction and objectives <ul style="list-style-type: none">▪ <i>CarlPI</i>
20 mins	Packaging and branding checklist for your business <i>Vidya Ramadhar & Ashley Parasram</i> <i>TTFCC case</i>
60 mins	Q&A and discussion
5 mins	Wrap up of Day 1 and case(s) Introduction to day 2

Day 2: 8 March 2023 9:00 – 10:03 AM AST/14:00 – 15:30 CET

Marketing an IP Business Asset

5 min	Welcome and introduction <ul style="list-style-type: none">▪ <i>CarlPI</i>
20 mins	Marketing checklist for your business <i>Vidya Ramadhar & Ashley Parasram</i> <i>TTFCC case</i>
60 mins	Q&A and discussion
5 mins	Wrap up of Day 2 and case(s) Introduction to day 3

Day 3: 8 March 2023 9:00 – 10:03 AM AST/14:00 – 15:30 CET

Distribution of an IP Business Asset

5 min	Welcome and introduction <ul style="list-style-type: none">▪ <i>CarlPI</i>
20 mins	Distribution checklist for your business <i>Vidya Ramadhar & Ashley Parasram</i> <i>TTFCC case</i>
60 mins	Q&A and discussion
5 mins	Wrap up of Day 3 and future activities



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