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## **Information Session on Nation Brands**

**Geneva, March 18, 2024**

INFORMATION ON SPEAKERS

*prepared by the Secretariat*

### MARÍA JOSÉ BUCHELI SILVA



María José Bucheli has been a lawyer at the Court of Justice of Ecuador since 2015. She has a seven-year career in the field of Intellectual Property, with expertise encompassing trademarks, appellations of origin and geographical indications, traditional specialties guaranteed and nation brands, among others.

She was part of the team that negotiated the Andean regulations on Geographical Indications.

She has been invited to speak at several national and international seminars promoting the use of Intellectual Property tools for the protection of products of origin. She is currently delegate for signs of origin, nation brands and well-known signs, in the Technical Direction of Distinctive Signs of the National Service of Intellectual Rights of Ecuador (SENADI).

### DANIEL CAVERO GAMARRA



Daniel Cavero has over 20 years' experience in strategic communications focusing on public relations in the public and private sectors, as well as marketing strategies for the promotion of Peru.

He has experience in content management for social media, particularly in issues related to tourism, exports of non-traditional products, investment, and Peru's nation brand since its creation.

In 2023, he joined the nation-brand team at PROMPERÚ, leading the Peru's Brand promotion actions, directing national and international advertising campaigns, brand licensing strategy and the 10<sup>th</sup> Ibero-American Forum of Nation Brands as pro-tempore president of CIMAP, among others.

### SERGIO CHUEZ SALAZAR



Sergio Chuez is an intellectual property lawyer.

He is a regular speaker at national and international academic events on the subject.

At the National Institute for the Defense of Competition and Protection of Intellectual Property of Peru (INDECOP), he is a member of the team responsible for designing the country's national IP policy and reviewing Andean regulations concerning geographical indications and distinctive signs. He helped draft Peru's current industrial property legislation and the decision of the Andean Community on nation brands. He also took part in negotiations on the intellectual property chapters of several trade agreements between Peru and the United States of America, the European Union, Japan, the Republic of Korea, the Pacific Alliance and the Trans-Pacific Partnership Agreement (TPPA).

He currently heads the INDECOP's Distinctive Signs Department and Distinctive Signs Commission.

## DAVID DOWNS



David Downs has had a successful career in the private and public sector, with senior roles at organizations such as Microsoft, and New Zealand Trade and Enterprise. David is a published author on New Zealand Innovation, with two highly successful books – No.8 Re-wired, and No.8 Recharged.

He's an ex-comedian, TV and Radio actor, semi-finalist for New Zealander of the Year, and a genetically modified organism who documented his battle with cancer in his book *A Mild Touch of the Cancer*.

David co-founded *sosbusiness.nz*, a not-for-profit initiative to help cafes and other small businesses during covid-19. David continues to act as a consultant for government and industry, as well as a director on a number of boards, including as chairman of The Icehouse, the Hi-Tech Trust and the Well Foundation.

David is now CEO of The New Zealand Story, an ambitious organization marketing New Zealand to the world.

## BRYNHILDUR GEORGSDÓTTIR



Brynhildur Georgsdóttir is Director of Development and Operation at Business Iceland. As such, she oversees work relating to the Export strategy of Iceland.

Brynhildur is a lawyer and holds an MBA degree with focus on finance and operation. Prior to working for Business Iceland, she worked for the County commissioner in Westman Islands and the municipality of Mosfellsbaer. She then worked for 12 years for Arion bank.

In addition to the above-described role for Business Iceland, Brynhildur is the lawyer of Business Iceland. As such, she participated in the legal dispute between Iceland (the country) and the British food chain "Iceland" on the right to register and use the word mark "Iceland".

## BENALI HARMOUCH



Benali Harmouch has been Head of the Cooperation and Legal Affairs Department at the Moroccan Industrial and Commercial Property Office (OMPIC) since 2018.

He joined OMPIC in 1998. Since then, he has held several managerial positions within OMPIC.

As Head of Department, he contributed to several projects related to industrial and commercial property regulation, innovation financing and company creation.

Benali Harmouch is a graduate of the University of Jules Verne in France and of the *Institut Supérieur de Commerce et d'Administration des Entreprises* (ISCAE) (Postgraduate Management Programme) in Morocco.

## KATHRINE MYHRE



Kathrine Myhre has a broad background and competence in innovation, business and export strategy and creation and scaling of companies.

Kathrine has a master's degree in political science from the University of Reading, UK and the University of Oslo (UiO).

Kathrine started her professional career at the UiO, handling IP rights, building innovation culture and creating businesses based on novel research from the university.

In 2009, Kathrine established the health cluster Norway Health Tech as a non-profit member organization, focusing on innovation, business creation and international scaling of health companies. She initiated and was the chair of the board of Norway's first health incubator, Aleap, from 2016 to 2020.

Kathrine is today the Director General of the Norwegian Industrial Property Office, a position she entered into in January 2021. She is also the Vice Chair of the board of the Norwegian Export Strategy Council.

## JOSÉ FILIPE TORRES



José Filipe Torres is the CEO of Bloom Consulting and has been advising countries in the field of Nation Branding since 2001, working directly with heads of state, directors of National Tourism Organizations and Investment Promotion Agencies.

His clients include countries, regions and cities on five continents.

José Filipe Torres collaborates directly with OECD and the World Economic Forum in the field of Nation Branding and has been invited to speak at most of the prestigious universities in the United States of America and Europe, such as Harvard, the London Business School, Stockholm School of Economics among others, and has been interviewed by The Economist, the BBC, The Guardian and CNN.

Since 2011, Bloom Consulting has been carrying out a global research project called "Bloom Consulting Country Brand Ranking" and most recently, "Impact of Nation and Place Brands on the local economy".

## NGUYEN VAN BAY



Nguyen Van Bay, Deputy Director General of the Intellectual Property Office of Viet Nam (IP Viet Nam) since March 2021, has three decades of extensive experience in intellectual property. His significant contributions include successful efforts as the Director of Registration Division, Director of the Research and Training Center, and then as Director of the Policy and Legislation Division at IP Vietnam. During these mandates, he played a key role in strategically contributing to the development of an intellectual property and innovation ecosystem in Viet Nam.

In addition, Mr. Bay has actively researched the protection and exploitation of intellectual property rights, reinforcing his commitment to advancing this field. His participation in negotiations on Vietnam's accession to the WTO and Free Trade Agreements underscores his key role in shaping the country's intellectual property landscape and fostering international collaboration. He is responsible for industrial design, trademark, IT and legislation matters within the Office.

STINA VÜRMER



Stina Vürmer is a Project Manager for Brand Estonia at the Estonian Business and Innovation Agency. Brand Estonia has achieved international recognition, being selected as Place Brand of the Year in 2022 at the City Nation Place Awards.

With a decade of experience in marketing and branding, as well as expertise in photography Stina plays a pivotal role in the Brand Estonia team. Her responsibilities include developing the brand guidelines and other marketing materials about Estonia. She is driven by a passion to present Estonia's unique identity to the world.

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