



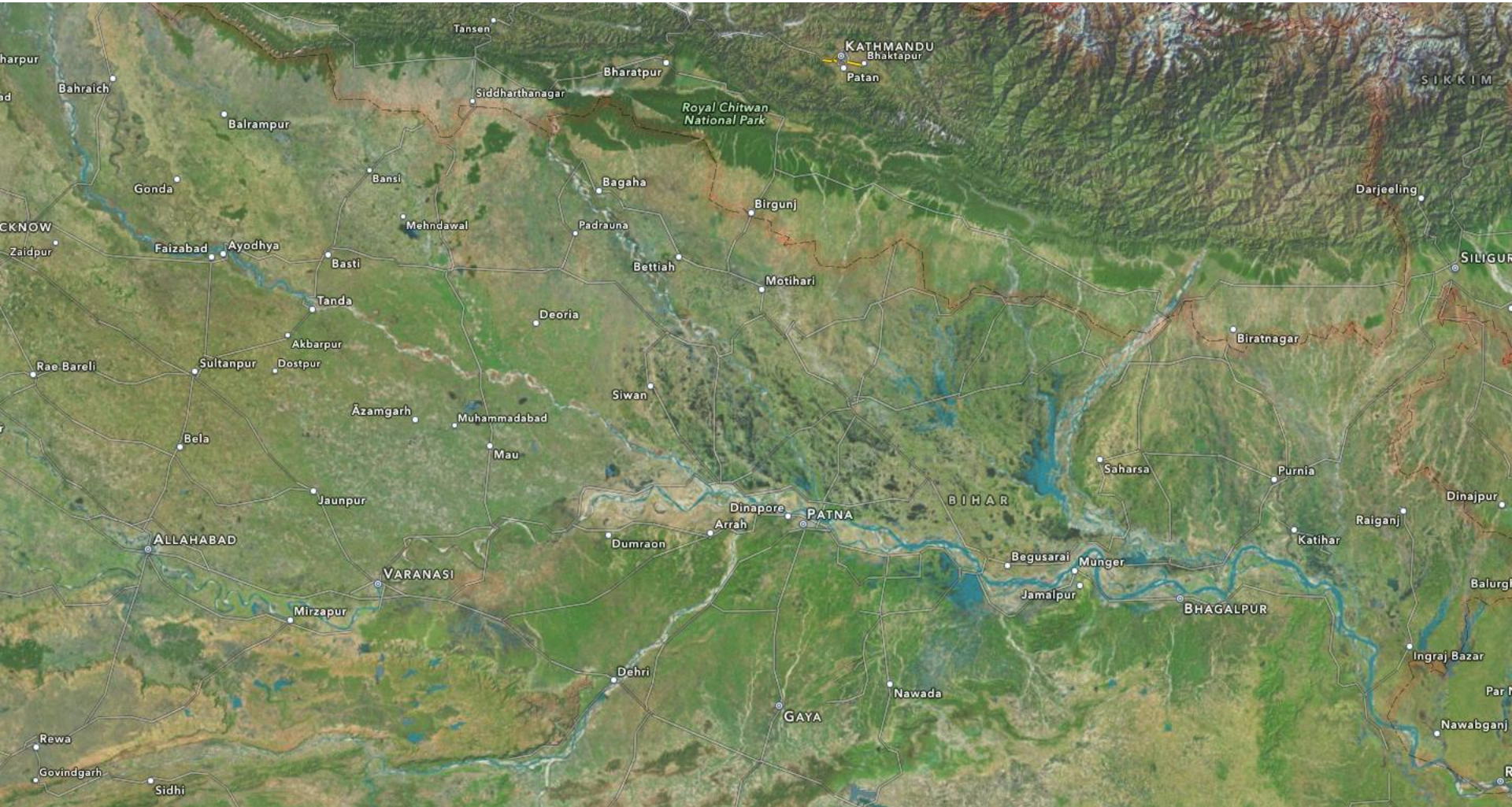
Geographical Indication

Training of Trainers Program on Effective Intellectual Property Management by SMEs

Beirut, July 25 to 27, 2014

Anil Sinha, Head
Small and Medium-sized Enterprises (SMEs) Section, WIPO

INDIA



INDIA



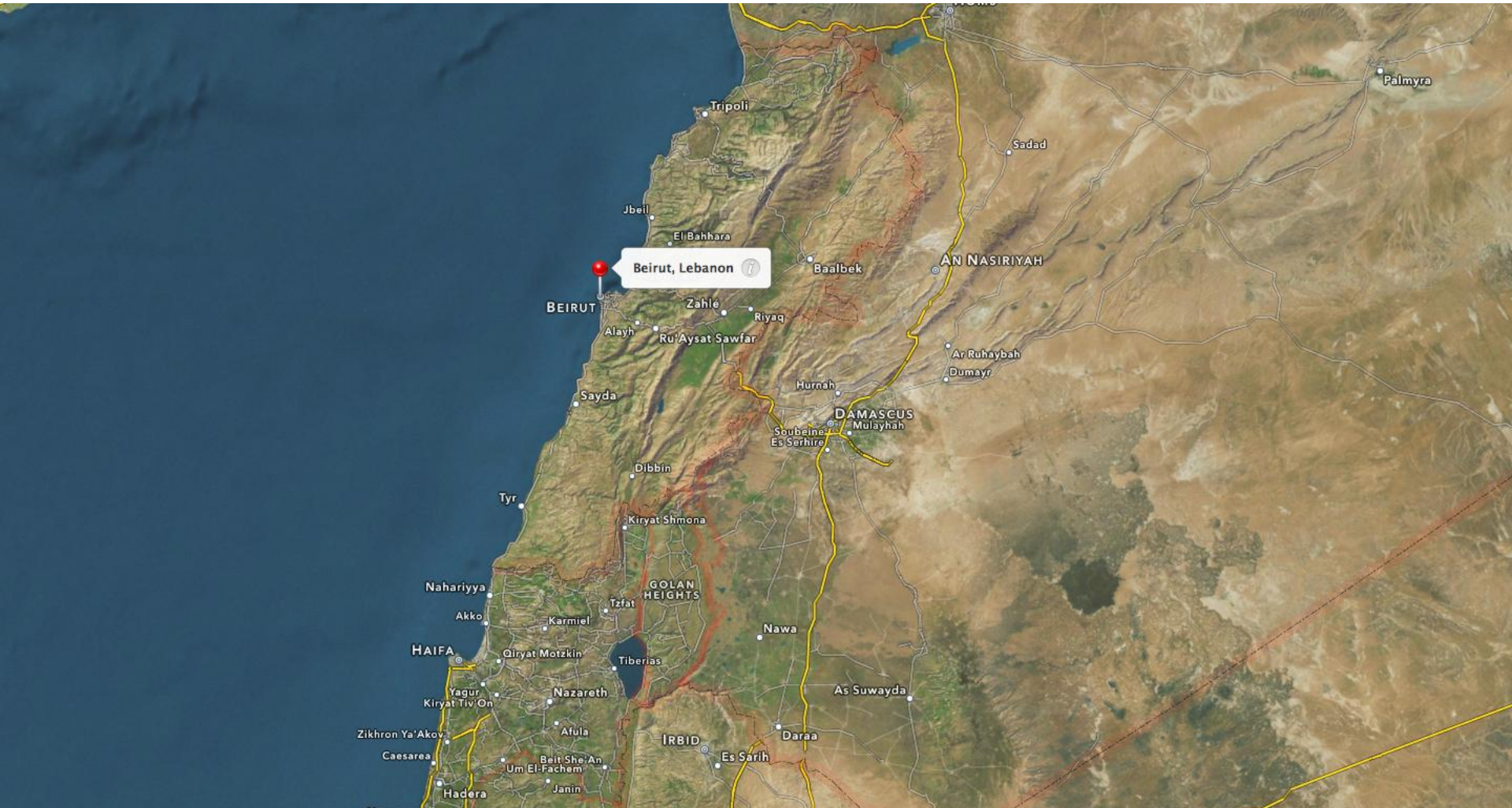
PATNA DISTRICT

- Farmers grow rice, wheat, lentils, mango, guava, mustard, sugarcane, chillies, onions,**
- Fertile soil**
- Close to River Ganges (spiritual and cultural connotation)**
- Proximity to Bodh Gaya (where Budha obtained enlightenment)**
- Proximity to Nalanda (one of the most ancient universities)**
- State Capital Patna is 40 Km away**
- Rich culinary diversity**

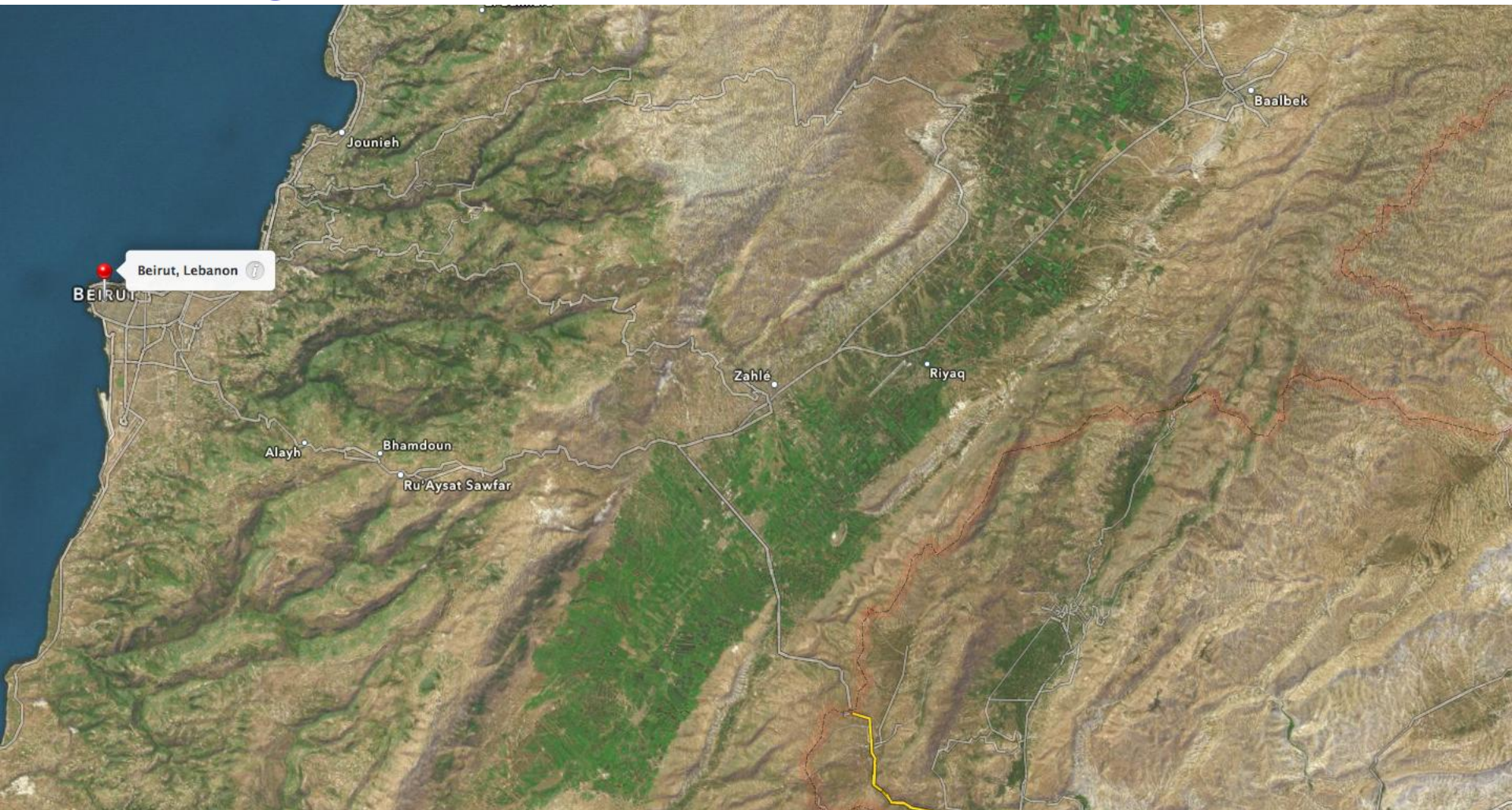
PATNA DISTRICT

- Small and poor farmers want your help in drawing an income enhancement scheme and a rural development plan.**
- Can we use intellectual property to support their development?**
- What would be the key elements of an IP strategy?**

LEBANON



LEBANON



BEKKA VALLEY

- Please name the agricultural products which carry some reputation in and outside Lebanon
- Select one product for GI protection
- How should we go about obtaining the protection?
- How to we incorporate the GI in our marketing strategy?