



WORKSHOP

ORIGINAL: ENGLISH
DATE: MAY 20, 2026

Internationalize Your Brand with the WIPO Madrid System: Key Benefits and eMadrid Platform Demo

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Patent Office of the Republic of Poland (PPO)

Warsaw, Poland, June 8-9, 2026

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Venue: Patent Office of the Republic of Poland, room no. 557, 5th floor
al. Niepodległości 188/192, 00-608 Warsaw, Poland

9:00 – 9:30 Registration and Welcome Coffee

9:30 – 9:40 **Opening Remarks**

Speakers: Ms. Ilona Siemaszko, Deputy Director of the Receiving Department, PPO

Ms. Debbie Roenning, Director, Madrid Legal Division, Madrid Registry, Brands and Designs Sector (BDS), WIPO

9:40 – 10:40 **Session 1 – Protecting Your Brand Abroad: Why Use the WIPO Madrid System?**

Overview of the Madrid System and how it helps Polish businesses seek trademark protection in multiple markets through one application.

- Key benefits for Polish trademark users: how the Madrid System can support global business growth
- How the Madrid System works
- Recent developments and practical considerations for users

Speakers: Ms. Debbie Roenning

Mr. Benoît Apercé, Communications and Information Manager, Madrid Information and Promotion Division, Madrid Registry, BDS, WIPO

10:40 – 11:00 **Coffee Break**

11:00 – 12:30 **Session 2 – WIPO eMadrid Demo: Tools for Filing and Managing International Trademark Registrations**

Practical demonstration of the eMadrid platform and how it can support users at different stages of the international trademark registration journey.

- How to prepare and file an international trademark application
- How to monitor and manage international trademark registrations
- Useful tools and services available through eMadrid
- Practical tips for Polish applicants and trademark representatives

Speakers: Ms. Debbie Roenning

Mr. Benoît Apercé

Mr. Jakub Skrzypczak, Expert Trainee, Receiving Department, PPO

12:30 – 12:45 **Questions and Answers**

Open discussion with workshop participants.

12:45 – 13:30 Networking lunch

One-to-One Consultations with Companies

13:30 – 14:30 Individual bilateral meeting with company
14:30 – 15:30 Individual bilateral meeting with company
15:30 – 16:30 Individual bilateral meeting with company

Warsaw, Poland, June 9, 2026, One-to-one Consultations with Companies

9:00 – 10:00 Individual bilateral meeting with company
10:00 – 11:00 Individual bilateral meeting with company
11:00 – 12:00 Individual bilateral meeting with company
14:00 – 15:00 Individual bilateral meeting with company
15:00 – 16:00 Individual bilateral meeting with company

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