



One-Day Seminar on Intellectual Property Protection and Stakeholder Consultation on the Adoption of WIPO Treaty on Intellectual Property, Genetic Resources & Associated Traditional Knowledge”, held on Thursday, November 14, 2024 at Sindh Agriculture University Tandojam.

The Vice Chancellor of Sindh Agriculture University (SAU) Tandojam, Dr. Fateh Marri, highlighted nearly fifty distinctive agricultural and cultural products from Sindh, such as the Red Sindhi Cow, Sindhri mango, Ajrak, and Basmati rice, which are of global importance.

He made these remarks while addressing the seminar on “Intellectual Property Protection and Stakeholder Consultation on the Adoption of the WIPO Treaty on Intellectual Property, Genetic Resources & Associated Traditional Knowledge,” which was held in collaboration with the Intellectual Property Organization (IPO) of Pakistan. The seminar focused on raising awareness about the need to protect Sindh’s unique agricultural and cultural products, which hold immense potential in the global market.



CONSULTATIVE SESSION & PANEL DISCUSSION” of “SAU - IPO Pakistan

Mr Farukh Anil Chairman of IPO Pakistan and former diplomat, spoke about the country’s membership in the World Intellectual Property Organization (WIPO) treaty, which includes 26 countries, including Pakistan. He emphasized the importance of intellectual property protection for genetic resources and traditional knowledge. He pointed out that IPO Pakistan is actively consulting with academia, agricultural institutions, and other stakeholders to establish a robust framework for the protection of Pakistan’s unique products. He called for a recognition of the economic potential of these products and advocated for enhancing national economic security and industrialization through such protection.

Farukh Amil also noted the need to educate Pakistan's labor force, particularly those involved in the production sectors, about value chains. He mentioned that countries like India are already claiming fashion designs inspired by Sindh’s traditional Ajrak fabric, underlining the importance of intellectual property rights in preserving and promoting cultural heritage.



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Saima Kanwal, Senior Patent Examiner at IPO, discussed the global potential for various products from Sindh, such as guava, handmade crafts, and Sindhi pottery, which are also eligible for international registration. She urged all stakeholders to actively engage in ensuring that these products secure their rightful place in the global market, thus contributing to the nation's economic growth.

Key figures including Dr. Zia-ul-Hassan Shah, Advisor on Academic Affairs to the Vice Chancellor, Dr. Tanveer Fatima Miano, Director of ORIC, and Tasfi Fatima, along with other prominent speakers, also addressed the attendees. Their discussions underscored the importance of intellectual property rights for protecting the unique agricultural and cultural heritage of Sindh.

The seminar concluded with a panel discussion, in which Farukh Amil, Dr. Aijaz Ali Khooharo, Progressive Farmer Syed Mehmood Nawaz Shah, Dr. Shahnawaz Marri, Muhammad Rafiq, Dr. Tanveer Fatima, and other experts participated. They discussed strategies for securing the ownership and registration of national products on a global scale.

The event was attended by Registrar Ghulam Mohiuddin Qureshi, experts from various institutions, faculty members, students, and progressive farmers, all of whom engaged actively in the discussions.

