



USAID
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USAID Turizam

Institut za intelektualno vlasništvo
Bosne i Hercegovine

CERTIFICATION TO SUCCESS

Branding and certification of handicrafts and food products



SUCCESS THROUGH CERTIFICATION!

Branding and certification of handicrafts and food products **Webinar/workshop – Zoom platform, June 29, 2021**

We hereby invite you to take part in webinar: ***Branding and certification of handicrafts and food products*** which will be held on Tuesday, June 29, 2021, at 09.30 hrs via Zoom platform.

About *Success through Certification!* webinar

The cornerstone of promotion and development of image of each micro, small and medium enterprise, and other types of producers' organization is developed brand and certification mark (trademark) which represents it and is used to distinguish goods or services offered by one organization from goods and services offered by another. The main purpose is to enable identification of products or services in a way that certain product or service differs from other similar or same competing products, and to satisfy customers so that they continue buying the same product or using the same service in the future. Bosnia and Herzegovina (B&H) has excellent prerequisites for tourism development and this webinar aims to increase awareness about opportunities and need for branding of organizations through different available certification models (trademark and certification mark) for their better promotion and market positioning. *Success through Certification!* webinar will answer the question as to what certification marks are and how individuals and organizations involved in tourism value chain can implement them.

The webinar conference: *Success through Certification!* is organized by USAID Developing Sustainable Tourism in B&H (Turizam) in partnership with the B&H Institute for Intellectual Property.

Specific objectives of the webinar/workshop include:

- Establishing contacts with a certification body and presenting processes and procedures for introduction of certification mark
- Explaining the way in which handicraft organizations, B&H farmers, food processors and various service providers can certify their production and services
- Familiarizing organizations with the significance, opportunities and importance of the use of intellectual property in business
- Promotion, presentation and examples of certified organizations and mark right holders, including their experience to date
- Improving cooperation, exchanging information and sharing knowledge regarding protection of intellectual property and available certification models

WHO IS THE WEBINAR TARGETING?

- Travel and other organizations in tourism value chain
- Handicraft organizations
- Agricultural producers and food production and processing organizations
- Distributors and dealers involved in product placement
- Representatives of governments at local, entity and B&H level
- Educational institutions and organizations involved in support and development of tourism sector and agricultural production



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AGENDA

ONLINE CONFERENCE

Branding and available certification models for promotion and better market positioning
June 29, 2021

- 09:30 – 09:40** ● **Achieving success through branding and certification of products**
Introductory remarks

Ibrahim Osta, USAID Turizam, Chief of Party, Sarajevo
Josip Merdžo, Director, B&H Intellectual Property Institute, Mostar
- 09:40 – 10:10** ● **Legal framework for protection of distinctive signs for the purpose of branding and certification**
Available certification mark models and opportunities offered, best mark to use and where

Miroslav Marić, B&H Intellectual Property Institute, Mostar
- 10:10 – 10:30** ● **Bike friendly standard (BFS) - role in travel destination development**
The purpose of standards in tourism, motives for launching BFS, process of development of a standard, BFS procedure and categories, and involvement of hotels and restaurants as proprietors of the mark

Ivica Sivrić, Acting Director, REDAH Association for Economic Development, Mostar
- 10:30 – 10:50** ● **Herzegovina House**
Branding and its role in supporting placement of traditional Herzegovinian products in B&H and the region

Veselin Dutina, City of Trebinje Agricultural Fund, Trebinje
- 10:50 – 11:10** ● **Story about Herzegovinian Fried Bread**
Experience in the process of certifying the Herzegovina fired bread

Dijana Bošnjak, President, Center for Investments and Development of Entrepreneurship (CIRP), Mostar
- 11:10 – 11:30** ● **Sarajevo Original Quality**
Establishment of a common brand for old crafts of Sarajevo

Nihad Halvo, Expert Assistant, Business Improvement District – BID Baščaršija, Sarajevo



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- 11:30 – 11:50** ● **Development of new product and certification to improve tourism offer**
Jahorina mountain tea – new product to improve the existing tourism offer

Žana Novaković, Chair, Association of Jahorina Tea Producers, Jahorina/Pale
- 11:50 – 12:00** ● **About USAID Turizam project**
Planned support by USAID Turizam project

Velibor Trifković, Product Development Specialist, USAID Turizam
- 12:00 – 12:30** ● **Panel discussion with participants**

All participants
- 12:30** ● **Closing remarks and next activities**

You are kindly asked to register your participation at this link <https://www.surveymonkey.com/r/brendiranje> by CoB Monday, June 28, 2021 at the latest. All registered participants will receive an email with a link to access the event.

For additional information please contact: Velibor Trifković, vtrifkovic@turizambih.ba and Miroslav Marić, m_maric@jper.gov.ba.

NOTE: Access is available via your PC or mobile telephone. If you have not done it already, it is advisable to download Zoom application before the webinar.