



**MINISTRY OF ECONOMIC
DEVELOPMENT & TRADE**



Regional Conference, May 25-30, 2025, Maldives

INAUGURAL TRAINING PROGRAM FOR THE CREATIVE INDUSTRIES OF MALDIVES: BUILDING CREATIVE LEGACIES WITH INTELLECTUAL PROPERTY (IP)

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Ministry of Economic Development and Trade, Maldives





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Tuesday , May 27, 2025

THEME 3: IP FROM THE GROUND UP FOR THE AUDIOVISUAL INDUSTRY OF MALDIVES

Copyright Training Through an IP Live Chat

15:15 – 15:30	Arrival of Guests
15.30 – 16.00	Introduction to the Session
16:00 - 18:00	IP Live Chat Streaming

Wednesday , May 28, 2025

09:00 – 10:00 Topic 1: **Live Chat: Linking to Copyright Training and An Overview of Copyright: Ownership and Protection**

An interactive discussion on the key insights and takeaways from the conversation with artists in the Live Chat and starting the copyright training with the fundamental concepts and practical applications of copyright law (the Korean and US perspective).

Speaker: Derek Kunhee Kim, Regional Consultant, WIPO



Wednesday , May 28, 2025

10:00 – 10:45

Topic 2:

Copyright Essentials to Get Recognized and Be Paid for One's Creative Work

Expert will dive deep into selected copyright topics and issues unique to the film industry. Participants will know more about and discuss the following

- *What rights are created when one makes a film?*
- *How about other people's rights requiring to be licensed for a film production?*
- *Where and how should one register the rights or ownership in copyright?*
- *What economic advantages and legal protections do copyright provide?*

Speaker: Rob Aft, International Consultant, WIPO

Q&A: Open Forum

Facilitator: Derek Kunhee Kim

10:45 – 11:45

Topic 3:

Documentation and Other Processes for Assembling Creative Elements in Audio-Visual Work

Experts will explain the requirements for establishing clear chain-of-title (ownership) in a film. Participants will have the chance to share their experiences with the view of having a collective appreciation of the present environment and a consensus on the pathway towards the desired future.

Speaker: Rob Aft, International Consultant, WIPO

Q&A: Open Forum

Facilitator: Derek Kunhee Kim



Wednesday , May 28, 2025

11:45 – 12:15	Topic 4:	<p>Dealing with Multiple Rights through Licensing and Clearance vis-a-vis Public Domain and Fair Use, involving Actors, Stories, Reels and Images</p> <ul style="list-style-type: none">• <i>What gives one the right to make a film?</i>• <i>Which elements need to be licensed, and which don't?</i>• <i>How can the use of local cultural heritage create audience-pleasing films and television?</i>• <i>How to go about music licensing – what's challenging about and what happens if one does not do it properly?</i> <p><i>Speaker: Rob Aft, International Consultant, WIPO</i> <i>Q&A: Open Forum</i> <i>Facilitator: Derek Kunhee Kim</i></p>
12:15 – 13:30		<p>Lunch Break</p>
13:30 – 16:30	Practical	<p>Practical Technical Workshop on Filming and Inspiring Filmmakers towards achieving the 2040 Vision of Maldives</p> <p><i>From Maldives to the World: Audiovisual Promotion for Creatives</i></p> <p><i>This intimate, practical session is tailored for Maldivian actors, directors, content creators, and audio-visual technicians. You'll learn how to:</i></p> <ul style="list-style-type: none">• <i>Use smartphone-friendly tools to create eye-catching promotional content;</i>• <i>Tell your story in a way that resonates locally and globally;</i>• <i>Build a portfolio that opens international doors; Navigate challenges with resilience and creativity.</i><p><i>Whether you're promoting a film, project, or personal brand, this workshop will give you the tools and mindset to stand out.</i></p><p><i>Speaker: Andrew Schurr, External Consultant, WIPO</i></p>



Wednesday , May 28, 2025

Part 1	Practical	<ul style="list-style-type: none">• <i>Your Why: Participants reflect on what they want to achieve, problems to solve</i>• <i>The Power of Video: Why audio-visual content matters, with real-world examples</i>
Part 2	Practical	<ul style="list-style-type: none">• <i>Planning & Filming: What to shoot, how to shoot it (with your phone or basic camera)</i>• <i>Editing 101: Discuss editing principles, pacing, and storytelling using CapCut</i>• <i>Present participants with footage I have shot of Maldives for them to edit</i>• <i>Hands-On Editing: Participants edit their clips using CapCut or similar tools</i>
Part 3	Practical	<ul style="list-style-type: none">• <i>Showcase Time: Volunteers present their mini videos to the group</i>• <i>Tips for Growth and resilience: How to continue building and promoting your work</i>• <i>Q&A + Final Words: Wrap-up, personal questions, next steps</i>
16:30 - 17:30	General Discussions and Synthesis of the Day	<p>How is it so far and What to Expect of the New Copyright Law of Maldives</p> <ul style="list-style-type: none">• <i>What gives one the right to make a film?</i>• <i>Which elements need to be licensed, and which don't?</i>• <i>How can the use of local cultural heritage create audience-pleasing films and television?</i>• <i>How to go about music licensing – what's challenging about and what happens if one does not do it properly?</i> <p>Speaker: Migdhad Ahmed, Director, IP office, MoEDT Q&A: Open Forum Facilitator: Andrew Michael Ong</p>



Thursday , May 29, 2025

09:00 – 09:15	Recap	Key Takeaways of the First Day of Copyright Training <i>Facilitator: Derek Kunhee Kim</i>
09:15 – 10:00	Topic 9	Marketing and Distribution: Streaming, TV and Everything Else: Where to begin and how to gain market access <i>Continuation of Expert's Deep Dive</i> <ul style="list-style-type: none">• <i>How does one identify and connect to the audience? What is the best way to reach them?</i>• <i>What are film markets and festivals? How can they be used to maximize exposure, recognition, and distribution revenues?</i>• <i>What local options are there for reaching the Maldivian audience and monetizing the local and regional markets?</i> <i>Speaker: Rob Aft</i> <i>Q&A:Open Forum</i> <i>Facilitator: Derek Kunhee Kim</i>
10:00 – 10:45	Topic 10	Collaboration: To Co-Produce or Not to Co-Produce, for Financing and Asset Valuation <i>And finally, some Tips from the Expert on the following</i> <ul style="list-style-type: none">• <i>How does one find potential producing partners?</i>• <i>How can one analyze the creative and financial benefits and challenges of producing in partnership with filmmakers from other countries?</i>• <i>What can the government do to encourage successful co-productions?</i> <i>Speaker: Rob Aft</i> <i>Q&A:Open Forum</i> <i>Facilitator: Derek Kunhee Kim</i>
10:45-12:30	Action Planning	Knowing What You Know Now, What Can Be Done for the Prized Future <i>Facilitator: Dr. Aishath Shahudha Abdulla, MoEDT</i>