

Florence Jaukae Kamel Bilum Fiber Artist



PAPUA NEW GUINEA

LOCATION:

Goroka, EHP

Papua New Guinea

SOUTH PACIFIC

POPULATION:

(Est) 6,000,000

CLIMATE:

TROPICAL



What is Bilum?

It is the Twist & Loop Technique woven together to create a piece with a needle



Transfer of Traditional Knowledge

Bilum Weaving is a traditional Ancient skill passed on from a mother to her daughter



Women Empowerment

Goroka Bilum Festival



Market Platform



Markets

Among Equals



Local Market - Domestic



WIPO Training & Mentoring



TradeMark

Skin Pik

- Traditional Design from my Tribe. It signifies status of women. Women of lower Status

TradeMark



Importance of Trade Mark

Importance of Trade Mark

- Distinguish my product and Promote in Market Places
- Prevent others to free ride on my reputation

Fake Bilums



Fake Product



Challenges:

- Lack of money and legal support to enable the intellectual properties (IP) office to enforce the product labeling
- Lack of coordination of policy makers and implementers with the private stake holder
- No institution to boost the idea, creativity and the innovation
- Copy Right Infringement, piracy and counterfeiting.

The End.....