

# Program

17:00 – 17:05

## Opening

Daren Tang, Director General, WIPO

17:05 – 17:25

## Panel: Creators – Know your rights!

You create music out of passion, but you also need to make a living. Hear the stories of music creators and how they managed or struggled with their rights, and what it takes to be credited and paid when your music is used.

Moderator: Daren Tang

- Björn Ulvaeus, Songwriter / Producer, ABBA member and co-founder of Music Rights Awareness Foundation
- Pouno Gomis, Artist
- Ilira Gashi, Singer / Songwriter
- Gabriel Zufferey, Pianist / Composer

17:25 – 17:40

## Presentation of CLIP platform

The first release of CLIP focuses on the music industry. You will learn about the industry's ecosystem, all the people involved in getting a song to market, the various music creator rights and how they are managed, and much more, so that you get credited and paid when your songs are used.

- Niclas Molinder, Co-founder, Music Rights Awareness Foundation
- Benoît Müller, Director, Copyright Management Division, WIPO

17:40 – 18:00

## Performance

- Pouno

Self-proclaimed storyteller, the Franco-Senegalese singer and songwriter is armed with an endearing charisma and mysticism that instantly captivates her audience. Based between New York and Paris, Pouno creates a unique sound blending trap/drill sounds with Mandingo music, reflecting her multilingual upbringing. She believes that a woman armed with ancestral knowledge is an unstoppable force.

18:00 – 19:00

## Reception