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| **INTERNATIONAL conference** |
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**WIPO International Conference on Intellectual Property and Development**

organizedby the World Intellectual Property Organization (WIPO)

**Geneva, April 7 and 8, 2016**

PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, April 7, 2016

8.00 – 9.00 Registration

9.00 – 9.15 **Welcome Address by:**

Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva

9.15 – 9.30 **Introductory Remarks by:**

 H.E. Mr. Alberto Pedro D'Alotto, Ambassador and Permanent Representative of the Argentine Republic to the United Nations Office and other international organizations in Geneva, and Chair of the Committee on Development and Intellectual Property (CDIP)

9.30 – 10.00 **Keynote Address by:**

 H.E. Mr. Rob Davies, Minister for Trade and Industry, Ministry of Trade and Industry, Pretoria

10.00 – 10.30 Welcome Coffee Break

10.30 – 12.00 **Theme 1 Social Development and the Role of Intellectual Property (IP)**

 Moderator: Ms. Wang Binying, Deputy Director-General, Brands and
Designs Sector, WIPO

 Speakers: Professor Keith E. Maskus, Associate Dean for Social Sciences, Department of Economics, University of Colorado, Boulder, United States of America

 Professor Shamnad Basheer, Honorary Research Chair Professor of IP Law, Nirma University and, Founder, SpicyIP, Bangalore, India

 Discussion: Questions and Answers (Q&A)

12.00 – 13.00 **Case Study From the Heart – Moldovan Brands**

 Speaker: Mr. Octavian Apostol, Director General, the State Agency on
Intellectual Property (AGEPI), Chisinau

 **Case Study**  **Designing a Program on Geographical Indications for
Jamaican Jerk Seasoning**

 Speaker: Ms. Sara Allen, Attorney-at-Law and Project Manager on the Protection of Geographical Indications Project in Jamaica, Mandeville, Jamaica

13.00 – 14.00 Lunch Break

14.00 – 15.15 **Theme 2** **Economic Development and the Role of IP**

 Moderator: Mr. Joakim Reiter, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

 Speakers: Dr. Henning Grosse Ruse-Khan, Professor, University of Cambridge, Lecturer and Fellow, King’s College, Cambridge, United Kingdom

 Dr. Carlos Maria Correa, Director, Center for Interdisciplinary Studies on Industrial Property and Economics and of the
Post-graduate Course on Intellectual Property at the Law Faculty, University of Buenos Aires, Buenos Aires

 Dr. Ivan Bliznets, Rector, Russian State Academy for Intellectual Property (RGAIS), Moscow

 Discussion: Q&A

15.15 – 16.15 **Case Study** **Leveraging Intellectual Property for Commercialization of Research
 Outcomes: the Experience of a Pakistani University**

 Speaker: Mr. Arshad Ali, Rector and Vice Chancellor, National Textile University, Faisalabad, Pakistan

 **Case Study Oman Traditional Fragrances**

 Speaker: Mr. Rabin Chatterjee, Chief Financial Officer, Amouge LLC, Muscat

16.15 – 17.45 **Theme 3 Cultural Development and the Role of IP**

 Moderator: Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO

 Speakers: Ms. Irini Stamatoudi, General Director, Hellenic Copyright Organization, Ministry of Culture and Sports, Greece

 Mr. Mihály Ficsor, Chairman, Central and Eastern European Copyright Alliance (CEECA), Budapest

 Discussion: Q&A

17.45 – 18.15 **Case Study** **Rebranding Africa’s image through Label TV & Radio**

 Speaker: Mr. Mactar Silla, Founder and Chief Executive Officer, Label TV – Label Radio, Libreville

Friday, April 8, 2016

9.30 – 11.15 **Theme 4 Designing a Dynamic IP System: Sharing Practices,**

 **developing Strategies**

Moderator: Mr. John Sandage, Deputy Director General, Patents and
Technology Sector, WIPO

 Speakers: Professor Andrew Christie, Davies Collison Cave Chair of Intellectual Property, University of Melbourne Law School, Melbourne, Australia

 Mr. Maximiliano Santa Cruz, Director, National Institute of Industrial Property of Chile, Santiago

 Ms. Anzhela Plionkina, Deputy Director General, National Center of Intellectual Property of Belarus, Minsk

 Discussion: Q&A

11.15 – 11.45 **Case Study** **Designing a Dynamic IP System**

 Speaker: Mr. Getachew Alemu, Intellectual Property Consultant and Attorney, Getachew and Associates Law Office, Addis Ababa

11.45 – 13.45 Lunch Break

13.45 – 15.15 **Theme 5** **Global Cooperation for IP and Development: The Role of
 WIPO and Other Key Actors**

Moderator: Mr. Naresh Prasad, Assistant Director General and Chief of Staff,

 Office of the Director General, WIPO

 Speakers: Mr. Yi Xiaozhun, Deputy Director-General, World Trade Organization (WTO), Geneva

 Mr. Joakim Reiter, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

 Ms. Barbara Martin Muñoz, Manager, Technical Office of European Affairs, International Relations Office, Madrid

 Mr. Greg Perry, Executive Director, Medicines Patent Pool, Geneva

 Ms. Sherry Knowles, Principal, Knowles Intellectual Property Strategies, Atlanta, Georgia, United States of America

 Discussion: Q&A

15.15 – 15.45 Coffee Break

15.45 – 17.00 **Theme 6 IP for Development: Current Challenges and Future**

 **Perspectives**

 Moderator: Mr. Mario Matus, Deputy Director General, Development Sector, WIPO

 Speakers: All speakers

 Discussion: Q&A

17.00 – 18.00 **Closing Ceremony**

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