



WEBINAR

**WIPO/WEBINAR/SMES/2023/INF1/PROV.
ORIGINAL: ENGLISH
DATE: APRIL 20, 2023**

Women in Games: Empowering Innovation and Creativity

organized by
the World Intellectual Property Organization (WIPO)

Online, April 28, 2023

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, April 28, 2023

Moderation:

Ms. Micaela Mantegna, WIPO Podcast Co-Host, Video game scholar at the Berkman Klein Center, Harvard University, TED Fellow

Ms. Allison Mages, WIPO Podcast Co-Host IP, Head, IP Commercialization Section, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

13.30 – 13.40 **OPENING**

Welcome by:

Ms. Beatriz Amorim-Borher, Director, Division for Latin America and the Caribbean, World Intellectual Property Organization (WIPO)

13.40 – 14.00 **Keynote** Ms. Kate Edwards, Geographer, CEO & Principal Consultant - Geogrify LLC, Former Executive Director - International Game Developers Association (IGDA) & Global Game Jam (GGJ), Seattle, USA

14.00 – 15.00 **Topic 1** **How can we Empower Innovation and Creativity in the Videogame Industry?**

Speakers: Ms. Andreea Medvedovici Per, Vice-President, European Game Developers Federation (EGDF), Executive Director, Romanian Game Developers Association, Bucharest

Ms. Florencia Fole, President, Association of Video Game Developers of Argentina, Buenos Aires

Ms. Kristina Janković, Executive Manager, Serbian Games Association, Belgrade

15.00 – 15.30 **Topic 2** **Stories from the Industry**

Speakers: Ms. Jia Wang, Head of Global Studio Data Science Team, IEG Global, Tencent, Palo Alto, USA

Ms. Sol Sánchez, CCO at Somber Pixel and Co-Founder of FemDevs Peru, Lima

15.30 – 15.45 **Topic 3** **What Role Does Intellectual Property Play?**

Speakers: Ms. Margherita Marini, IP Commercialization Specialist, IP Commercialization Section, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector, WIPO

Mr. Ryszard Frelek, Program Officer, Section for Central European and Baltic States, Division for Transition and Develop Countries (TDC), Regional and National Development Sector, WIPO

15.45 – 16.00 **Topic 4** **WIPO Research on Innovation and Creativity in the Videogame Industry**

Speaker: Mr. Alexander Cuntz, Senior Economist, Creative Economy Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO

Ms. Elodie Carpentier, Fellow, Innovation Economy Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO

16.00 – 16.15 **General Discussion**

[End of document]