

You are invited to the launch by the  
World Intellectual Property Organization (WIPO) of the

# World Intellectual Property Report 2015

Breakthrough Innovation and Economic Growth

Followed by a panel discussion on  
**The Outlook for Innovation-Driven  
Growth: Is Low the New Normal?**



**Wednesday,  
November 11, 2015,  
at 15h00**  
WIPO (AB Building,  
13th floor),  
34, Chemin des  
Colombettes, Geneva

Throughout history, innovation has been a key driver of economic growth. It has transformed the largely agrarian economies of three centuries ago into the industry- and service-based economies of today. This transformation, which has touched almost every aspect of human activity, was brought about through waves of breakthroughs in technology.

WIPO's World Intellectual Property Report 2015 examines how innovation spurs growth and how the intellectual property system contributes to this. It analyzes three historical breakthrough innovations – airplanes, antibiotics and semiconductors – and three current areas of innovation with breakthrough potential: 3D printing, nanotechnology and robotics; and it considers the future prospects for innovation-driven growth.

## Program

**15h00 to 15h10**

### Opening remarks

*Francis Gurry*, Director General, WIPO

**15h10 to 15h40**

### Presentation of the World Intellectual Property Report 2015

*Carsten Fink*, Chief Economist, WIPO

**15h40 to 16h40**

### Panel Discussion – Prospects for Future Innovation-Driven Growth

*Bart van Ark*, Chief Economist,  
The Conference Board  
*Diane Coyle*, Professor, University of  
Manchester

*Jonathan Haskel*, Professor, Imperial  
College

**16h40 to 17h00**

### Open discussion

**17h00**

### Reception

**Register now**





**Francis Gurry** is an Australian lawyer who has served as Director General of WIPO since October 1, 2008. He holds law degrees from the University of Melbourne, a Ph.D from the University of Cambridge and is an honorary professor of, and holds honorary doctorates from, universities in a wide range of countries. He is the author of a number of publications, one of which has become a standard legal text in the UK and is published by Oxford University Press as *Gurry on Breach of Confidence*.



**Carsten Fink** is WIPO's Chief Economist. Before joining WIPO, he was Professor of International Economics at the University of St. Gallen, Switzerland, and Visiting Professor at Sciences Po in Paris. Prior to his academic appointments, Mr. Fink worked for more than ten years at the World Bank, including as a Senior Trade Economist in the World Bank Institute and a Trade Economist in the World Bank's research department in Washington DC. Mr. Fink's research work has been published in numerous academic journal articles and books.



**Bart van Ark** is Executive Vice President, Chief Economist and Chief Strategy Officer of The Conference Board - an independent, global, business membership and research association working in the public interest. He leads a team of economists in New York, Brussels and Beijing who produce a range of widely watched economic indicators and growth forecasts. Mr. van Ark also stewards the research collaboration between The Conference Board and the University of

Groningen, the Netherlands, where he holds the chair in Economic Development, Technological Change and Growth. He features frequently in international business media, including Bloomberg, CNBC, the Financial Times and the Wall Street Journal.



**Diane Coyle** is Professor of Economics at the University of Manchester, UK, and founder of the Enlightenment Economics consultancy. She was a BBC Trustee for over eight years, and was formerly a member of the Migration Advisory Committee and the Competition Commission. She specializes in the economics of new technologies, markets and competition, and public policy. Her current research focus is on economic welfare and measurement. Her most recent books include *GDP: A Brief but Affectionate History*; *The Economics of Enough: How to run the economy as if the future matters*; and *The Soulful Science* (all published by Princeton University Press).



**Jonathan Haskel** is Professor of Economics at Imperial College Business School, UK, in the Organisation & Management Group. He has just finished eight years as a Member of the UK Competition Commission. Mr. Haskel was previously Professor and Head of the Department of Economics, Queen Mary University of London. He is a research fellow of the Centre for Economic Policy Research and the IZA Institute for the Study of Labor in Bonn; an Associate Editor of *Economica*; and an elected member of the Council of the Royal Economic Society. His research interests are productivity, innovation, intangible investment and growth.