WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

LAUNCH

Launch of the World Intellectual Property Report 2024

organized by
the World Intellectual Property Organization (WIPO)

Geneva, May 2, 2024 – from 2 p.m. to 4 p.m.

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

13.00 – 14.00	**Networking lunch session**

Meet the authors of the World IP Report, Geneva area national and international policy-makers, economists and academics (onsite only)

14.00 – 14.10	**Opening remarks**

Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (WIPO), Geneva

14.10 – 14.45	**Keynote on *Industrial policies and Economic complexity***

Keynote speaker:

Mr. Ricardo Hausmann, Director, Harvard's Growth Lab and the Rafik Hariri Professor of the Practice of International Political Economy, Harvard Kennedy School, Cambridge, United States of America (U.S.)

Moderator:

Mr. Carsten Fink, Chief Economist, Department for Economics and Data Analytics (DEDA), IES, WIPO, Geneva

14.45 – 15.00	**Presentation of the World Intellectual Property Report 2024**

Innovation Economy Section Team, DEDA, IES, WIPO, Geneva

15.00 – 15.40	**Panel on *Policies and initiatives to leverage innovation capabilities***

Panelists:

Mr. Debisi O. Araba, Visiting Research Fellow, Imperial College London, Centre for Environmental Policy, Nairobi

Ms. Kate Edwards, Geographer, CEO and Principal, Consultant – Geogrify LLC, Seattle, U.S.

Mr. Ashish Mohan, Executive Director and Head, Technology, Innovation and IP, Design, Industry Research and Academia, Confederation of Indian Industry (CII), New Delhi

Moderators:

Ms. Intan Hamdan-Livramento, Senior Economist, DEDA, IES, WIPO, Geneva

Ms. Maryam Zehtabchi, Economic Officer, DEDA, IES, WIPO, Geneva

15.40 – 15.50	**Discussion**

Open Floor and Virtual Moderated Questions

15.50 – 16.00   **Final remarks**

16.00   Coffee

                 Meet the panelists and authors of the World IP Report for informal Q&A
                 (onsite only)

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