INTERNATIONAL CONFERENCE ON IP AND INNOVATION ECONOMICS

National Institute of Industrial Property (**INPI**) &
World Intellectual Property Organization (**WIPO**)

Held on the occasion of the Annual Meeting of the WIPO Global Network of IP Chief Economists, hosted by Brazil in 2026

Venue: INPI Auditorium. Rua Mairink Veiga, 9, Centro - Rio de Janeiro.



PROGRAMME

10 NOVEMBER | MORNING

IP, Innovation and Development: Trends and Perspectives

*[**Live stream available**: https://www.youtube.com/live/fmRZkv9bjyc]*

08:30 Welcome coffee

09:00 **Opening**

Júlio César Moreira – President, INPI

Carsten Fink – Chief Economist, WIPO

Leonardo Ferreira de Oliveira – Deputy Secretary for Competitiveness and Regulatory Policy, Ministry of Development, Industry, Trade and Services

Tania Ribeiro – Executive Director, INPI

09:40 **Opening Session | Innovation and development: measuring to transform**

Two indices, one complete landscape: what the most important global and national indicators reveal about innovation and development in 2026.

Chair: *Júlio Cesar Moreira, President, INPI*

Global Innovation Index 2026: the innovation catch-up of middle-income economies

Carsten Fink – Chief Economist, WIPO

Comment:

Yusnieza Syarmila Yusoff – Director General, Intellectual Property Corporation of Malaysia (MyIPO)

Launch: Brazil Innovation and Development Index (IBID) 2026

Rodrigo Ventura – Chief Economist, INPI

Comments:

Thiago Marcelino – Director of Innovation, Paraná State Government

Rebeca Lima – Director of Digital Economy and Government Management, Piauí State Government

11:30 Break

11:45 **Session 2 | IP and innovation economics in a regional context: challenges and perspectives in Latin America**

Experts discuss perspectives, challenges and pathways for regional innovation and development.

Chair: *Leopoldo Coutinho, General-Coordinator of International Affairs, INPI*

Panellists:

Sergio Palomeque, Department of Management Sciences, Faculty of Economics and Management – University of the Republic, on behalf of the Dirección Nacional de la Propiedad Industrial (DNPI), Uruguay

Wilder Ramírez, Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual (INDECOPI), Peru

Alvaro Gonzales, Instituto Nacional de Propiedad Industrial (INAPI), Chile

José de Jesús Herrera, Superintendencia de Industria y Comercio (SIC), Colombia

12:45 Lunch

10 NOVEMBER | AFTERNOON

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14:15 **Session 3 | IP Chief Economists Roundtable**

IP economics in the age of AI: research frontiers, policy challenges and the road ahead.

Chair: *Carsten Fink, Chief Economist, WIPO*

Panellists:

Michael Falk – Chief Economist, IP Australia

Diego Santilli – Chief, Economic research and statistical analysis, Canadian Intellectual Property Office (CIPO)

Rich Corken – Interim Chief Analyst, United Kingdom Intellectual Property Office (UK IPO), United Kingdom

Hansueli Stamm – Chief Economist, Swiss Federal Institute of Intellectual Property (IGE/IPI)

15:30 **Session 4 | Data and evidence on IP and innovation: from measurement to policy**

How data and evidence on innovation ecosystems are transforming the way governments understand and address development challenges.

Chair: *Ana Carolina Cagnoni, Board Member, ABPI*

4.1 Innovation capabilities, technological potential, and productive complexity in emerging economies

Julio Raffo – Head of the Innovation Economics Section, DEDA, WIPO

4.2 The IBID as a basis for the strategic innovation pact in Paraná

Alan Alex Debus – State Innovation Coordinator, Sebrae PR

4.3 From measurement to foresight: economic scenarios and IP demand projections in Brazil

Luís Henrique Romani de Campos – Deputy Head of the Economic Analysis Division, CGEI, INPI

16:30 Break

17:00 **Keynote**

Chair: *Rodrigo Ventura, Chief Economist, INPI*

The Brazilian economy in global context: complexity, productive sophistication and IP as a strategic asset

Why more innovative economies generate higher income – and what economic complexity theory reveals about the role of IP in Brazil's development agenda?

Paulo Gala – Economist and Professor, FGV-SP

Comment: Julio Raffo – Head of the Innovation Economics Section, DEDA, WIPO

18:00 End of Day One

11 NOVEMBER | MORNING

Intangible Assets as a Pillar of the Strategic Agenda for Brazil and the Global South

***[Live stream available**: https://www.youtube.com/live/dZXVY-ESFPY]*

09:30 **Session 5 | IP as a measurable economic asset**

Beyond protection: IP as a driver of firm value, market performance and economic growth.

Chair: *Bernard Ong, Assistant Chief Executive, Intellectual Property Office of Singapore (IPOS)*

5.1 World Intangible Investment Highlights (WIIH) 2026: global trends and the Brazilian landscape

Carsten Fink – Chief Economist, WIPO
Rodrigo Ventura – Chief Economist, INPI

5.2 Launch: Monetisation of IP Assets in Brazil

Kátia Freitas – Coordinator of Market Intelligence, CGEI, INPI

5.3 Firm market valuation and IP assets: evidence from Singapore

Gerald Foong – Intellectual Property Office of Singapore (IPOS)

10:30 Break

11:00 **Session 6 | Financing innovation**

IP Finance, venture capital, and public funding: unlocking the value of intangible assets.

Chair: *Karina Haidar Müller, Advisory Board Member, LES Brasil*

6.1 Closing the financing gap: IP as collateral and strategic asset for SMEs – the Austrian experience

Renate Spring – Österreichisches Patentamt (Austrian Patent Office / ÖPA)

6.2 IP Finance: The WIPO Pilot Project

Luis Soriano Valdes – IP Finance and Valuation Expert, WIPO

6.3 From public investment to innovation output: the FAPs and the Brazilian R&D financing model

Carlos Arruda – Professor, Fundação Dom Cabral, and President of FAPEMIG

6.4 The Embrapii model: public-private co-investment in R&D and IP asset generation in Brazilian industry

Alvaro Toubes Prata – President of Embrapii

12:30 Lunch

11 NOVEMBER | AFTERNOON

Intangible Assets as a Pillar of the Strategic Agenda for Brazil and the Global South

*[**Live stream available**: https://www.youtube.com/live/eJiWnCy9_a4]*

13:30 **Session 7 | From Biodiversity to Value: IP at the frontier of the green economy**

The green economy is the next frontier of economic value. IP can protect, unlock the value of, and leverage innovation in biodiversity, climate change, and the energy transition.

Chair: *Alexandre Dantas Rodrigues, Director of Patents (DIRPA), INPI*

7.1 Bioeconomy and IP: protecting and unlocking the value of biodiversity

Irene Von Der Weid – Coordinator of IP and Innovation Intelligence, CGEI, INPI

7.2 Green tech startups and IP: how patents drive growth and financing in the ecological transition

Emilie Gallois – Institut National de la Propriété Industrielle (INPI France)

7.3 Protecting Amazonian genetic heritage: the role of IP in regional biodiversity governance

Sinésio Campos – Vice-President, Amazonian Parliament

14:30 **Session 8 | The Economics of Trademarks: value, reputation, and market positioning**

Trademarks build reputation, generate revenue, and anticipate economic cycles. The data tell that story.

Chair: *Alexandre Lopes Lourenço, Director of Trademarks (DIRMA), INPI*

8.1 Launch: Strategic Intelligence on Innovation - Trademarks

Silvia Souza – Head of the IP and Innovation Studies Division, CGEI, INPI

8.2 The economic value of trademarks: INTA's global perspective

Renata Lisboa – International Trademark Association (INTA)

8.3 Platform trademark governance and value

Jyothi Gali – IP Australia

15:30 Break

16:00 **Keynote**

Chair: *Tania Ribeiro, Executive Director, INPI*

Protecting to develop: IP as a bridge between the Global South and the future

How IP can reduce inequalities between countries and drive development: a legal and economic synthesis for the Global South.

Maristela Basso – PhD in Law and Professor, USP

Comment: Leonardo Ferreira de Oliveira – Deputy Secretary for Competitiveness and Regulatory Policy, Ministry of Development, Industry, Trade and Services

17:00 **Closing**

Carsten Fink – Chief Economist, WIPO

Júlio César Moreira – President, INPI