

High Level
Conversation on
**Unlocking
Intangible
Asset Finance**



Geneva and Online

**Tuesday, November 1, 2022 (10:00–17:00 CEST)
WIPO Conference Hall**

Unlocking Intangible Asset Finance 2022

**Mr. Daren Tang
Director General, World Intellectual Property
Organization**

Daren Tang, a national of Singapore, began his six-year mandate as Director General of the World Intellectual Property Organization (WIPO) on October 1, 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS in support of Singapore's innovation-based economy.

Between 1997 and 2012, before joining IPOS, Daren Tang held different legal positions within the Attorney-General's Chambers and the Ministry of Trade and Industry of Singapore. In 2016, he received the Public Administration Medal from the Prime Minister's Office Singapore for outstanding efficiency and competence in the service of his country.

Daren Tang is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction). He also attended the Advanced Management Program at Harvard Business School. He is fluent in English and Chinese.



**H.E. Tharman Shanmugaratnam,
Senior Minister, Government of Singapore,
Singapore**

Mr Tharman Shanmugaratnam is Senior Minister in Singapore, having previously served for several years as Deputy Prime Minister and as Minister for Finance. He is concurrently the Chairman of the Monetary Authority of Singapore (MAS), Singapore’s central bank and financial regulator, and Deputy Chairman of the Government of Singapore Investment Corporation (GIC).



Mr. Tharman co-chairs the Global Commission on the Economics of Water, whose recommendations will be considered in the UN Water Conference in 2023 (the first since 1977), and is on the United Nations’ High-Level Advisory Board on Effective Multilateralism.

Tharman co-chaired the G20 High Level Independent Panel on Global Financing for Pandemic Preparedness and Response, together with Ngozi Okonjo-Iweala and Lawrence Summers, in 2021. He also chaired the G20 Eminent Persons Group on Global Financial Governance, which in Oct 2018 proposed reforms for a more effective system of finance for development, sustainability, and financial stability.

Tharman chairs the Group of Thirty, an independent global council of economic and financial leaders from the public and private sectors and academia. He also co-chairs the Global Education Forum, and the Advisory Board for the UN’s Human Development Report. He earlier chaired the International Monetary and Financial Committee (IMFC) for four years; he was its first Asian chair.

**H.E. Prof. Muhammadou M.O. Kah,
Ambassador & Permanent Representative of the
Republic of Gambia to the UN Office and other
international organizations**

Mr. Muhammadou M.O. Kah is the Ambassador and Permanent Representative of The Gambia to the United Nations and other International Organizations in Geneva. He previously held teaching and leadership positions in the United States, Africa, the Middle East, and Eastern Europe. Ambassador Kah completed his BSc, MSc and PhD at the Stevens Institute of Technology, Hoboken, United States. He also has a Master of Science in Finance from George Washington University, and a postgraduate diploma in strategy and innovation from the University of Oxford.



**Mr. Jorge Arbache,
Vice President for Private Sector at the Development
Bank of Latin America – CAF
Professor of Economics, University of Brasília**

Arbache is an expert on development finance and development economics and has published regularly on those areas and related fields. Mr. Arbache has served as Deputy Minister for International Affairs at the Ministry of Planning of Brazil; Chief Economist at the Ministry of Planning; Executive Secretary of the Brazil-China Investment Fund; Senior Economic Advisor to the Presidency of the Brazilian Development Bank – BNDES; Senior Economist at the World Bank; and Economist at the International Labor Organization. Mr Arbache has also served as member of the board of directors of large companies and banks and as a member of high-profile business and policy committees. He is op-ed business columnist at the Jornal Valor Econômico.



**H.E. Dato Lim Jock Hoi,
Secretary General, ASEAN, Jakarta, Indonesia**

Dato Paduka Lim Jock Hoi was the Permanent Secretary at the Ministry of Foreign Affairs and Trade, Brunei Darussalam. During his tenure, he served as Brunei Darussalam's Senior Official for the ASEAN Economic Community Pillar (SEOM), APEC (Asia-Pacific Economic Cooperation) and the ASEM (Asia-Europe Meeting). He was a member of the High Level Task Force on ASEAN Economic Integration (HLTF-EI) since 2001, serving as the HLTF-EI Chair in 2017. He was Brunei Darussalam's Chief Negotiator for the Trans-Pacific Partnership Agreement (TPP), as well as for the P4, precursor to the TPP negotiations. Previously, he was also the Co-Chair during the negotiations for the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA), and also served as Brunei Darussalam's Chief Negotiator for the Brunei Darussalam-Japan Economic Partnership Agreement (BJEPA). From June 2011-2017, he was the Chairman of the Governing Board of the Economic Research Institute for ASEAN and East Asia (ERIA). He was also on the External Advisory Board for the ASEAN 2030 Study being undertaken by the Asian Development Bank (ADB).



He entered the Government Service as an education officer in 1977 and served as principal of a Secondary School from 1981 – 1985. From February 2001 – July 2005, he was appointed as Director-General, International Relations and Trade Development, Ministry of Industry and Primary Resources. In September 2005, he was appointed as Deputy Permanent Secretary, Ministry of Foreign Affairs and Trade. He graduated from the City of London Polytechnic in B.Sc (Hons) Economics in 1976 and received his Post Graduate Certificate of Education in 1977. He was conferred the Order of Diplomatic Service Merit, (Gwanghwa Medal) by President of the Republic of

Korea Moon Jae-in on 6 April 2022 for his contributions in strengthening relations and cooperation between ASEAN and the Republic of Korea. He was awarded The Most Honourable Order of Seri Paduka Mahkota Brunei, second Class (D.P.M.B) in 2007.

**Ms. Kerstin Jorna,
Director-General for Internal Market, Industry,
Entrepreneurship and SMEs, European Commission**

Kerstin Jorna is a German national and a civil servant at the European Commission where she has held various positions, amongst others as Head of Cabinet of several Commissioners and different Director posts.

Mrs. Jorna is the Director-General for Internal Market, Industry, Entrepreneurship and SMEs. Before, Mrs. Jorna was Deputy Director-General for Economic and Financial Affairs. Mrs. Jorna also held positions on the Board of the European Investment Bank, the European Investment Fund as well as the European Innovation Council Fund.



**Mr. Marco Aleman,
Assistant Director General,
IP and Innovation Ecosystems Sector, WIPO**

Marco M. Alemán, studied law at the Javeriana University (J.D., 1991) where he also obtained a Corporate Law Certificate (L.L.M., 1996). He then obtained a Diploma in Advanced Studies (DEA) in Research at the Alcala University (Spain, 2006), and a Ph.D. in Law (2011, Cum Laude). Mr. Alemán practiced as an IP Attorney from 1991 to 1995. He was then appointed Head of the Colombian Industrial Property Office, from 1995 to 1998, and was invited as a Fellow Visiting Researcher at the Max Planck Institute in Munich, Germany in 1998. He joined the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, in 1999 as Senior Program Officer, Office of Cooperation for Development for Latin America and the Caribbean (from 1999 to 2006). He was then appointed Deputy Director in the Division for Public Policy and Development (from 2006 to 2009), Deputy Director of the Patent Law Division (from 2009 to 2013), and went on to be Director of the Patent Law Division. He currently holds the position of Assistant Director General, leading the IP and Innovation Ecosystem Sector (IES).



Mr. Alemán is the author of The Andean Legal Framework on Trademarks (Bogota, 1994) and co-author of several books, the most recent ones being: Studies in Homage to Mariano Uzcátegui Urdaneta (Caracas, 2011), Bilateral Trade Agreements and Intellectual Property (Heidelberg, 2014), Intellectual Property Study in contemporary issues (Mexico, 2015) and Technology Transactions (Genève/ Zurich 2018, Schulthess Éditions Romandes). Languages: Spanish, English and French.

**Ms. Allison Mages,
Head of IP Commercialization Section,
IP for Business Division, WIPO**

Ms. Mages leads a team at the World Intellectual Property Organization (WIPO) that empowers enterprises, innovators, and creators to maximize their potential through the creation and commercialization of intellectual property. This includes the Inventor Assistance Program (IAP), which connects under-resourced inventors with volunteer patent attorneys and agents to navigate the patent system. Prior to her current role, Ms. Mages headed WIPO's legislative and policy advice section for patents and trade secrets. She collaborated with more than 45 countries and other bodies at different levels of development to update their legislative frameworks.



Prior to joining WIPO, Ms. Mages was Senior Counsel for IP at General Electric, where she most recently managed IP and technology aspects in M&A transactions. She also has extensive experience in IP policy development from the corporate perspective. Ms. Mages has worked across the innovation cycle, including as an inventor and through experience in patent analytics, drafting, prosecution, and strategic portfolio management.

Ms. Mages earned her Bachelors of Science in Biomedical Engineering from Boston University and is a graduate of the Quinnipiac University School of Law. She is a member of the Connecticut bar and is registered to practice before the United States Patent and Trademark Office.

**Mr. Jorge Portugal,
General manager of COTEC Portugal**

Jorge Portugal is the general manager of COTEC Portugal, a leading cross industry network of companies located in Portugal. Previously, he accumulated extensive corporate management experience and transformation in retail, banking and information technology sectors. Mr. Jorge served for a decade the President of Portuguese Republic as advisor on innovation, entrepreneurship and advised the Portuguese Government and European institutions. His academic research work includes environmental turbulent dispersion and business management. He is speaker at national and international events on business innovation, technology and management and instructor for executive training at several business schools. Mr. Jorge Portugal earned his graduation, MSc and PhD studies in mechanical engineering from Instituto Superior Técnico, University of Lisbon. He received his MBA from NOVA School of Business and Economics and accomplished the Leadership Program on Cybersecurity of U.S. Department of State.



Ms. Lally Rementilla
Managing Partner, Intellectual Property-Backed
Financing at BDC Capital

Ms. Lally Rementilla is Managing Partner, Intellectual Property-Backed Financing at BDC Capital. She oversees and provides strategic guidance to a national team that helps IP-rich companies become global leaders by accelerating their growth and commercialization of their innovation. Following nearly two decades of experience as a financial executive in the technology sector, Ms. Rementilla moved into investment, becoming Chief Financial Officer and then President & Chief Executive Officer of commercial lender Quantius. At Quantius, she structured and launched the company's main fund and helped build a diverse portfolio of knowledge-based companies. Prior to that, she was Vice President of Finance and Administration at Nulogy Corporation. She was Vice President Finance at Lavalife Corp. and Area Vice President Finance and Contract Management at Lucent Technologies Canada. Ms. Rementilla is currently chairperson of the board of Interaxon Inc. and is an Associate Fellow at the Creative Destruction Lab. She previously served on several other boards, including the Innovation Asset Collective (Canada's first patent collective), Pique Ventures Investments, the Information Technology Association of Canada, and Canadian Women in Communications. She also served as the former Canada Lead for the Billion Dollar Fund for Women. Ms. Rementilla is a proud supporter of Canadian innovation and derives great satisfaction from partnering with founders and management teams to help them scale. She is an experienced gender lens investor with an eye to creating impact for women globally. A Chartered Professional Accountant, she also holds a Master of Business Administration from York University and a Bachelor of Arts in Communications from Ateneo de Manila University.



Mr. Will Kier,
Head of Intellectual Property Solutions EMEA
Aon

Will lead's Aon's Intellectual Property practice for Aon across EMEA.

Mr. Will specializes in structuring complex IP lending transactions, enhanced with insurance. Mr. Will is responsible for driving Aon's go-to-market strategy in EMEA and leads engagement with both insurance providers and lending capital partners. Mr. Will also advises Aon's European-based clients on their IP Risk needs, including the availability and applicability of innovative insurance solutions. Mr. Will has been with Aon for over ten years. He has always focused on intangible asset solutions for multinational clients, first as a broker within the Financial Services Group, and more recently as a Director within Cyber Solutions.



Prior to joining Aon Mr. Will was at the University of Birmingham. During his time in the industry he has become an Associate of the Chartered Insurance Institute (ACII).

**Mr. Nicholas Talbot,
Chief Executive of the International Valuation
Standards Council**

Nicholas Talbot is the Chief Executive of the International Valuation Standards Council (IVSC) – a position he has held since July of 2016, following on from an interim role in 2015 when he led a restructure of the organization to increase its technical expertise and global impact. Mr. Nick is seen as an international expert in advising on standards and professionalism. The IVSC brings together experts from around the world to produce International Valuation Standards. It covers all asset classes and is recognized in different ways by the World Bank, IMF, UN, as well as some of the world's biggest investors, corporates and influential professional bodies who qualify appraisers. It also engages at the highest leadership levels of regulators around the world in order to improve and give confidence in the approach to valuation. It is overseen by an independent board of global leaders.

Before joining IVSC Nick was a global director at RICS and has held various non-executive positions, having previously worked for much of his career in a variety of international roles at Ernst & Young and KPMG.

Outside of work Nick dedicates time to raising profile and money for Cystic Fibrosis (CF) charities across the world and as part of his fundraising was the first person with CF to summit Everest. He has featured in various documentaries, television, radio and news outlets across the world, and received a Point of Light Award from the UK Prime Minister.



Mr. Matúš Medvec

President of the Industrial Property Office of the Slovak Republic (IPO SR)

Matúš Medvec, began his mandate as President of the Industrial Property Office of the Slovak Republic (IPO SR)

Prior to his appointment as President of the IPO SR, he served in the National Bank of Slovakia, negotiating the European and international legal standards, coordinating and managing work teams at national and international level.

Between 2009 and 2014, Matúš Medvec held different positions within the Bank for International Settlements in Basel, Switzerland, the European Parliament - Committee on Economic and Monetary Affairs (ECON), Ministry of Education Science, Research and Sport of the Slovak Republic and the Law Firm in Bratislava.

Matúš Medvec is a graduate of the Comenius University in Bratislava, master's degree at the Faculty of Law. He also studied at the Université Sorbonne Paris Cite, the international financial and tax law and the University of Staffordshire, the MBA qualification in the public sector management and start-ups. He is fluent in English and French.

Mr. Johannes Post,

Partner, Deal Advisory, Global Head of Valuation Services - Head of Valuation & Financial Modelling in Switzerland, KPMG

Johannes is a KPMG partner in Switzerland. As KPMG's Global Head of Valuation Services, he leads a network of valuation practices in over 70 countries with more than 2'200 valuation professionals. Mr. Johannes also leads the Valuation & Financial Modelling practice at KPMG Switzerland. He joined KPMG Corporate Finance in Munich in 2001. Between 2005 and 2007 he spent two years with KPMG in the Economic and Valuation Services practice in New York and has been based in Zurich since 2008. Prior to joining KPMG, Johannes worked for three years at an international software consulting company with long-term project assignments in the U.S., France, India and in the UK. Mr. Johannes performs complex business valuations and valuations of intangible assets such as brands, technology, or customer relationships, in the context of sell side and buy side M&A mandates, joint ventures, capital funding, as well as for restructuring cases or dispute resolutions. Johannes advises his clients on value management topics and portfolio analysis. Valuations for financial reporting (IFRS and U.S. GAAP), fund reporting and international tax planning purposes is a key area of his expertise. He regularly provides fairness opinions and other independent valuation services.

Mr. Johannes frequently performs economic damages quantification, business and/or IP valuations in litigation and international arbitration proceedings either as a court



appointed independent expert or as a party-appointed expert witness in cases such as shareholder / JV partner disputes, intellectual property right infringement, breaches of contract or inheritance disputes.

**Ms. Wang Xiaozhuo,
General Manager of Inclusive Finance Department,
Bank of China**

Ms. Wang Xiaozhuo is the General Manager of Inclusive Finance Department at Bank of China (BOC). Ms. Wang has more than 20 years of professional experience in credit business and asset investment. She has been engaged in promoting technological innovation of intellectual property evaluation and its application in credit service for small and micro enterprises. Ms. Wang was formerly Senior Manager and Division Head of Corporate Banking Department at BOC. She later served as Vice Executive President of BOC Group Investment Limited (BOCG Investment), responsible for sectors of equity investment and fund investment. BOCG Investment is the major platform for the direct investment business of BOC, where she took the lead and participated in high-tech project investment appraisal and decision-making.



**Ms. Ladé Araba,
Executive Director, AlphaMundi Group Nairobi,
Kenya.**

Ladé Araba is a senior development finance executive and Board Member with over 19 years of experience. She is the Executive Director of AlphaMundi Foundation. She was previously the Managing Director for Africa at Convergence Blended Finance, sits on the Equality Fund's Investment Advisory Council, is an Advisory Committee Member at the Green Outcomes Fund, serves as a Non Executive Director on the Board of African Risk Capacity (ARC) Ltd, and is the Co-Founder/President of the Visiola Foundation. She previously served as Technical Adviser to the former Minister of Finance of Nigeria and was the Head of the Strategic Monitoring Unit. She was also an Adviser in the Power Sector Team at the Nigeria Infrastructure Advisory Facility (NIAF). She was previously a Senior Investment Officer in Infrastructure Finance at the African Development Bank and served as Technical Adviser to the Executive Secretary of the UN Economic Commission for Africa. Ms. Araba was an Enterprise Development Specialist at the UN Food and Agriculture Organization (FAO) and also worked for the QED Group LLC in Washington, DC. She holds a Master of Business Administration (MBA) degree from Thunderbird School of Global Management and a dual Bachelor of Business Administration (BBA) degree in Management Information Systems (MIS) and International Business from the University of Oklahoma (2001). A native English speaker,



she is fluent in French and Italian and has basic knowledge of Spanish.

**Mr. Roland Emmans,
HSBC UK Head of Technology Sector and Growth Lending**

Roland is a career banker, but not of the traditional mould. He is a big fan of psychology, and how human beings interact with each other and technology. Mr. Roland spends a lot of time cutting through 'Buzz words' of what tech change really means to us here and now, and in the medium term.

Mr. Roland heads up HSBC UK's Technology Sector & Growth Lending, helping growing businesses from start-ups to large quoted multinationals. He is a 25 yrs.+ career banker having worked in a wide range of roles and geographies, for the last 12 years he has focussed purely on the tech sector. Mr. Roland jokes that he spends much of his time translating what tech firms do into a language banks can understand.

Mr. Roland is aware he is very lucky to get to meet more than 200 innovative tech firms per year, getting to hear the inside story, giving him a big network and broad perspective on the sector. Whatever else is happening, one thing stays the same – the rapidly growing presence of tech in every aspect of modern life. The embrace of digital transformation across every sector is spurring enormous growth in Technology firms, which are starting up, scaling up and expanding at pace“



**Mr. Claudio Furtado,
President of INPI Brazil**

Cláudio Vilar Furtado was nominated as President of INPI Brazil in February 11, 2019. He was Professor at the Business School of São Paulo (EAESP), Getúlio Vargas foundation (FGV). He holds a Phd in Business, EAESP-FGV Masters of Business Economics and PhD in Finance, University of Chicago. Masters in Business Administration, Getúlio Vargas Foundation (FGV). Graduation in Economy, Federal University of Rio de Janeiro (UFRJ).



**Mr. Martin Brassell,
Co-Founder and CEO, Inngot Limited**

Martin is co-founder of Inngot Limited, which provides innovative online tools to help companies 'unlock' their IP value

Mr. Martin Brassell is an expert in the use of intellectual property in business finance, and the identification, scoring and valuation processes needed to facilitate this emerging market. He has worked extensively with banks, investors, insurers and policy makers across the UK, Europe and Asia to develop new approaches that recognised the importance of intangible assets for business competitiveness and growth.

Mr. Martin is an RSA Fellow and a member of CIPA's IP Commercialisation Committee. He is recognized by IAM Magazine as one of the top 300 IP strategists worldwide.

Mr. Martin has written and co-authored a number of influential publications on IP identification and financing. His international publications include Fostering the use of intangibles to strengthen SME access to finance for OECD the 2013 Banking on IP report and 2017 Hidden Value report for the UK Intellectual Property Office, and two reports on intangibles identification for the Association of Chartered Certified Accountants (ACCA). He has also co-authored a book for Oxford University Press, Economic Approaches to Intellectual Property, with Dr Nicola Searle.



**Mr. Chul Choi,
Professor of Law and Director, Center for
International IP and Finance at HUFs Law School,
Hankuk University of Foreign Studies, Seoul, Korea**

Mr. Chul Choi is a professor of law at the Law School of Hankuk University of Foreign Studies (HUFs) and Director of the Center for International IP and Finance at HUFs Law School. He is also co-chair of IIPCC Korea Chapter. Prof. Choi has been actively involved in IP finance policy in Korea as an expert committee member of the IP Policy Council, Prime Minister's Office and the Presidential Council on IP Policy. He co-authored a book, IP Finance: Structure and Case of IP Business Model and Finance, published in Korea and China. He has attended international and national IP conferences as a moderator and speaker, including Global IP Finance Conference organized by KIPO and FSC. He was recognized as a leading IP Finance expert in the IP Trend Report by the Korea Institute of Intellectual Property in 2018. Before joining HUFs Law School as a professor, he practiced as an English lawyer and worked for an international law firm, Allen & Overy, in London and Hong Kong. He holds degrees of LLM in Intellectual Property Law and LLM in International Finance Law from the University of London. He graduated from Seoul National University and earned MBA and BA in Management. He also participated in the STS Fellowship program at Harvard Kennedy School.



**Mr. John Wilson,
Senior Operations Officer, International Finance
Corporation**

Mr. Wilson is Senior Operations Officer with the International Finance Corporation, Financial Institutions Group in Latin America, based in Bogota, Colombia. He has over 20 years experience in the development of legal, regulatory and technology frameworks for commercial financing and asset-based lending for MSMEs. Before joining the IFC, Mr Wilson served as Senior Officer with the International Institute for the Unification of Private Law in Rome, where oversaw legislative reform on securities in emerging markets. Prior to that, he was Principal Officer with the Organization of American States, Washington, DC, where he oversaw Private International Law reforms in the Americas. John has served as consultant to several Latin American governments in reforming local financial legislation, and practiced law in the United States and Mexico.



**Mr. Michael Kos,
IP Finance and Valuation Expert, IP Commercialization
Section, IP for Business Division, WIPO**

Mr. Kos is covering the initiatives and topics of IP Finance and Valuation at the World Intellectual Property Organization (WIPO). Prior to his current role, Mr. Kos worked for more than ten years in the financial sector. During this time, Mr. Kos has executed a number of cross-border mergers & acquisitions and has gained valuation and transaction expertise in a range of industries incl. consumer goods & retail, pharmaceuticals & medtech and industrial technology. These situations often involved significant IP components. Mr. Kos has worked for different types of clients, such as family offices, entrepreneurs and venture capitalists, private equity investors and corporate clients. His transaction experience includes buy- and sell-side advisory, financing and debt restructuring assignments, distressed situations, fairness opinions and valuation work as well as public transactions.

Before joining WIPO, Mr. Kos was a Vice President with Alantra, a Zurich-based corporate finance boutique, where he worked with a specific focus on managing corporate transactions. He has also held roles at Deloitte, Robert W. Baird, and KPMG.

Mr. Kos has Master's degrees in Finance and Strategy from the Vienna University of Economics and Business as well as in International Management from the Rotterdam School of Management and the University of Cologne. In addition, Mr. Kos is a Chartered Financial Analyst and a Fellow of the Association of Chartered and Certified Accountants.



**Ms. Sarah Whitehead
Director Business and International Policy, Intellectual
Property Office (UKIPO), Newport, United Kingdom**

Sarah joined the Civil Service as a patent examiner in 2009. Since then she has held a variety of policy and operational roles in the IPO. She has experience of domestic legislation, international, trade and innovation policy. In 2019 she was chair of the WIPO Standing Committee on the Law of Patents. Prior to her current role Sarah was Deputy Director for Customer Experience within the IPO's Business Operations Division.

Sarah holds a Masters in Biochemistry from the University of Bath and a PhD from the University of Manchester



**Mr. McLean Sibanda,
Managing Director, Bigen Global, South Africa**

Dr. McLean Sibanda, the Founder and Director of Megethos Legacy Catalyst (Pty) is respected intellectual property, innovation and entrepreneurship expert with excellent understanding of different ecosystems in Africa. He was the Chief Executive Officer of The Innovation Hub (South Africa) before joining Bigen Group where he is Managing Director for Bigen Global Limited. An engineer and admitted attorney of the High Court of South Africa, and registered South African patent attorney, he co-founded boutique intellectual property firm Sibanda & Zantwijk Attorneys and consulting company Intangible Consulting t/a Ideanav. He was Chairperson of South Africa's National IP Management Office (NIPMO). He is a visiting lecturer at Africa University (Mutare, Zimbabwe) where he lectures Entrepreneurship and Innovation for Masters in Intellectual Property (MIP) offered by WIPO, ARIPO and Africa University. He was the chief drafter of South Africa's Intellectual Property Rights from Publicly Financed Research and Development Act, 2008, and accompanying Regulations. McLean holds a Doctorate of Laws (PhD) and Masters in Engineering degrees. He has authored a number of articles on IP matters and the recent article "The Intellectual Property System as a Catalyst for Socio-Economic Development for Middle Income Countries: Lessons from South Africa" jointly authored with Joseph Straus. He has published two books entitled "Nuts & Bolts - Strengthening Africa's Innovation and Entrepreneurship Ecosystems" (Jan 2021), and "Footprints – Laying the path: Intellectual property for innovation and economic development", (October 2021), Tracey McDonald Publishers.



**Mr. Hyunsig Sung,
General Manager of SMEs & Startup Banking
Department Hana Bank Seoul Korea**

Mr. Hyunsig(Alex) Sung, General Manager of SMEs & Startup Banking Department, Hana Bank Seoul Korea.

Mr. Hyunsig(Alex) Sung received a master's degree in economics from Sungkyunkwan University(Seoul Korea).

He entered HANA Bank and served as a credit officer and branch manager in corporate finance.

Currently as the general manager of SMEs & Startup Banking Department for Hana Bank, he leads the SOHO, innovative financial products and policy fund products team.

The department including 20 professionals, doctor's and patent attorneys, provides policies and support for loans based on IP as collateral, mortgage on movable asset, and technology-based loans.

In 2012, he was the founding member of the "mortgage on movable asset" regulation establishment team organized by the Korea Federation of Bank.



Mr. Ivan Kirchev

Executive Director of IP Strategy, JPMorgan Chase

Ivan Kirchev is an Executive Director of IP Strategy at JPMorgan Chase. In his current role, Ivan is responsible for the overall IP strategy at JPMC and for extracting value from JPMC's technology and IP by executing all activities around facilitating and closing various partnerships and tech transactions including: commercialization, tech transfers & licensing, patent licensing, joint development & partnerships, investing with IP and technology, mitigating risk, and other business transactions involving JPMC's technology and IP. Previously, Ivan was at HP/HPE where he held a variety of roles involving patent development, portfolio management, IP & tech licensing, transactions, and IP strategy



Mr. Kris Boschmans

Senior researcher, European Future Innovation System Centre

Kris Boschmans (PhD) is a senior researcher at the EFIS Centre with almost 20 years of experience in economic research and policy assessment. His main areas of expertise are related to SME and entrepreneurship development, finance and innovation, and he has published extensively on these topics. Before joining the Centre, he has worked as an analyst for the OECD at the Centre for Entrepreneurship, SMEs, Regions and Cities, the OECD Development Centre, civil service and academia.



Throughout his career, he advised several international organisations (including ASEAN, the European Commission and the G20) as well as national public agencies on the aforementioned topics. Kris is the author of several publications on how to leverage SMEs' intangible assets to secure credit, and was responsible for an OECD flagship project on SME finance for a period of six years. Kris holds a PhD in applied economics from Antwerp University and a masters degree from Ghent University, Belgium.

Mr. Erik W. Pérez

Central Legal Operations Officer, Shell

Erik W. Pérez is a 2002 graduate of The University of Alabama’s School of Arts & Sciences where he received his Ph.D. in Chemistry and holds an Executive MBA from Saint Joseph’s University in Philadelphia, PA. Erik started his career as a Chemist working in fluorine chemistry supporting a global refrigerants and electronic gases business. Erik then transitioned towards a legal professional, initially in Intellectual Property as a Registered U.S. Patent Agent and eventually shifting to a leadership position in Legal and IP Operations where responsibilities include intellectual property operations, law firm relationship management, pricing, information technology, finance, strategy, metrics and data, paralegal and administration support across the global legal team. Erik also had the fortune to spend two years living in The Hague, Netherlands on an international assignment in his current role as Central Legal Operations Officer. Erik and family now reside outside of Houston, Tx.



Mr. Zeeger Vink

**Intellectual Property Director, MF Brands
President of the International Trademark
Association (INTA)**

Zeeger Vink is Intellectual Property Director at MF BRANDS, the Swiss group that owns several fashion & lifestyle brands, including LACOSTE. In this role he oversees the group’s global IP function and leads a team of specialized IP professionals.

Previously, Mr. Zeeger was in-house IP counsel at L’OREAL in France, where he was in charge of global IP protection for several group brands. He started his career as attorney, practicing in the Netherlands and the United Kingdom.

Mr. Zeeger holds a master’s degree in law from the University of Amsterdam, with specializations in IP law and marketing. He taught IP at the international master’s program of SCIENCES PO University in Paris for close to a decade, and guest-lectured at various business schools across Europe.

Mr. Zeeger currently serves as President of the INTERNATIONAL TRADEMARK ASSOCIATION (INTA). He actively advocates the creation and protection of IP through his book *THE GREAT CATAPULT: How Integrated IP Management Will Shoot Your Brand to Success*.



**Mr. Cemil BAŞPINAR,
President, TURKPATENT**

Cemil BAŞPINAR has been graduated from Istanbul Technical University, Department of Civil Engineering with BSc. degree at year 2004 and with MSc. degree at year 2009. After starting as Assistant Patent Examiner in year 2004 at Turkish Patent Institute, which was then named as Turkish Patent and Trademark Institution, he has completed his expert studies and the thesis on "Sectoral Analysis of Patent Activities in the Manufacturing Industry" in 2008 and received the title of Patent Examiner. Başpınar served as the Acting Chairman of the Board and Acting Chairman of the Turkish Patent and Trademark Institution between March 2002 and September 2022, where was previously appointed as Vice President of the Institution in February 2015. Başpınar is currently serving as the Chairman of the Board and Chairman of the Turkish Patent and Trademark Institution from September 2022. Cemil Başpınar is also the Chairman of the Disciplinary Board of Patent Attorneys and Trademark Attorneys, and the Chairman of the Board of Turkish Industrial Property Valuation Engineering and Consultancy Services Inc., an affiliation of the Turkish Patent and Trademark Institution.



**Mr. Ermias Yemanebrihan Hailemariam,
Director General, Ethiopian Intellectual Property
Authority (EIPA)**

**Ms. Lee Insil
Commissioner, Korean Intellectual Property Office,
Republic of Korea**

Ms. Lee Insil is the Commissioner of the Korean Intellectual Property Office (KIPO), the national authority on industrial property of the Republic of Korea. Before being appointed as head of KIPO, she led as President of the Korea Women Inventors Association. She has previously held key positions as President of the International Federation of Intellectual Property Attorneys, Vice President of the Korea Patent Attorneys Association, and the East Asia Regional Chairperson of the Business & Professional Women. She has also been a member of the Presidential Regulatory Reform Committee and the Presidential Council on Intellectual Property. She holds a Doctorate degree of Law from Korea University, LLM from the University of Washington, USA and Ewha Women's University, Korea.



**Ms. Lei Xiaoyun,
Director General of IP Utilization Promotion
Department, China National Intellectual Property
Administration (CNIPA), Beijing, China**

**Mr. Koji Tauchi,
Director of Multilateral Policy Office, International
Policy Division, Japan Patent Office (JPO)**

TAUCHI Koji is the Director of the Multilateral Policy Office in the International Policy Division at the Japan Patent Office (JPO). He is responsible for administering multilateral policy issues, while working with various committees at the World Intellectual Property Organization (WIPO).

After joining the JPO in 2003, Mr. Tauchi served in various important roles at the JPO, such as an administrative judge and patent examiner in the e-commerce and IT fields, a deputy director leading a project making trademark examination processes more efficient, a deputy director responsible for overseeing the Manual for Trial and Appeal Proceedings, a deputy director in charge of revising the Japanese Patent Act regarding employee inventions, and an assistant director performing technological research based on trends in patent applications for next-generation technologies.

In addition, Mr. Tauchi served as Director for Intellectual Property at the Japan External Trade Organization (JETRO) Düsseldorf in Germany, as well as the Intellectual Property Attaché in Europe for the JPO from 2016 to 2019.

Mr. Tauchi is a graduate of the Tokyo Institute of Technology in Japan (Bachelor's Degree and Master's Degree in Electrical and Electronic Engineering) and the University of Washington in the USA (LL.M. in Intellectual Property Law and Policy), as well as a visiting scholar at the University of Washington. He also studied as an exchange student at the University of Technology Sydney in Australia. He gave presentations and guest lectures at universities around the world, including Université Jean Moulin Lyon 3 in France, Technische Universität München in Germany, Hitotsubashi University in Japan, and University of Washington in the USA.



**Ms. Norah Alammari,
Executive Director of IP Empowerment, Saudi
Authority for Intellectual Property (SAIP)**

**Mr. Andrea Di Carlo,
Deputy Executive Director, European Union
Intellectual Property Office**

Andrea Di Carlo, an Italian national, was appointed as Deputy Executive Director of the European Union Intellectual Property (EUIPO) Office by the Council of the European Union in 2019. Previously, Mr. Andrea was part of the Office's management team leading different EUIPO functional areas such as institutional and external relations, international cooperation, enforcement related activities and customer services. Mr. Di Carlo has contributed to the design and implementation of several successful initiatives undertaken by the Office in recent years, such as the full digitalization of the services offered to EUIPO users, the reshaping of the collaboration with national and regional IP offices of the EU through the Cooperation Fund and the Convergence Programme, the deployment of EU funded projects to enhance IP protection in third countries, and the establishment and development of the European Observatory on Infringements of Intellectual Property Rights. Mr. Di Carlo is a graduate in Law from Perugia University and holds an LLM in IP Law and a Master in Business Administration.



**Mr. François-Xavier de Beaufort,
Director of Economic Action, INPI France**

François-Xavier de Beaufort joined INPI on September 1 as Director of Economic Action. He is in charge, with all his teams in France and abroad, of training as well as awareness and support for companies, including the development of relevant services, the establishment of partnerships with innovation actors in the field of industrial property, but also the increase of the French presence within the international IP ecosystem and the quality of bilateral relations with foreign offices.

François-Xavier de Beaufort is a specialist in industrial property and previously spent his entire career at Air Liquide in the intellectual property department. From the beginning of 2020 to August 2021, he chaired the ASPI (French Association of Industrial Property Specialists in Industry).

Very involved in IP training, François-Xavier de Beaufort is a member of the Board of Directors of CEIPI, where he has also been teaching for more than 10 years, during which time he was also a member of the jury of the EQF mention patents.

François-Xavier de Beaufort is an engineer by training and a graduate of the ESPCI (Ecole Supérieure de Physique et de Chimie Industrielles de Paris). He is also a graduate of CEIPI (D.U. Patents - Master II Law - IP Law, D.U. Patent Litigation in Europe). He has also passed the EQF with a specialization in patents and the EQE, European Patent Attorney before the EPO.



**Mr. Guy Pessach,
Director, IP for Business Division, IP and Innovation
Ecosystems Sector (IES), WIPO**

Prior to joining WIPO, Guy was a Law Professor at the Faculty of Law, Hebrew University of Jerusalem, specializing in Intellectual Property, Law & Technology and the Creative Industries. Mr Pessach was a Fulbright Scholar, Residential Fellow at the Information Society Project, Yale Law School; a Visiting Professor at Columbia Law School, City University Hong Kong, UBC and the Center for Transnational Legal Studies, Georgetown University Law School and also an Erasmus Mundus, Visiting Scholar at the Center for Law, Society and Popular Culture, University of Westminster.



Prior to his academic career, Guy clerked for Justice Zamir at the Israeli Supreme Court and has worked at the Economic Department of the Israeli State Attorney's Office; The Israeli Antitrust Authority; the Bank of Israel and as a private legal counsel, in the area of Intellectual Property, including counselling to technology transfer offices, startups, technology and media companies.