



Geneva and Online

**Tuesday, November 1, 2022 (10:00–17:30 CEST)
WIPO Conference Hall**

Registration and Coffee Break (9:30–10:00)

Keynote Opening (10:00–10:20)

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO)

Keynote Address (10:20–10:30)

H.E. Tharman Shanmugaratnam, Senior Minister, Singapore and Chairman of the Group of Thirty, Singapore – via video intervention

Supercharging Economic Growth on the Strength of Intangibles (10:30–11:00)

H.E. Prof. Muhammadou M.O. Kah, Ambassador & Permanent Representative of the Republic of Gambia to the UN Office and other international organizations, Geneva, Switzerland – remote
Mr. Jorge Arbache, Vice President for Private Sector, Development Bank of Latin America, São Paulo, Brazil
H.E. Dato Lim Jock Hoi, Secretary General, ASEAN, Jakarta, Indonesia – via video intervention
Ms. Kerstin Jorna, Director-General, Internal Market, Industry, Entrepreneurship and SMEs (DG GROW), European Commission, Brussels, Belgium – via video intervention

The WIPO Action Plan to Unlock Intangible Asset Finance (11:00–11:15)

Mr. Marco Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), WIPO

Intangible Asset Finance in Action (11:15–12:15)

Moderator: Ms. Allison Mages, Head of IP Commercialization, IP for Business Division (IPBD), IES, WIPO
Mr. Will Kier, EMEA Head of IP Solutions, Aon, London, United Kingdom
Mr. Jorge Portugal, General Manager, COTEC Portugal, Porto, Portugal
Ms. Lally Rementilla, Managing Partner, Intellectual Property-backed Financing, Business Development Bank of Canada, Toronto, Canada
Mr. Nick Talbot, CEO, International Valuation Standards Council, London, United Kingdom

Perspectives on Using Intellectual Property to Support Finance (12:15–13:00)

Moderator: Mr. Matúš Medvec, President, Industrial Property Office of the Slovak Republic, Banská Bystrica, Slovak Republic
Ms. Ladé Araba, Executive Director, AlphaMundi Group, Nairobi, Kenya – remote
Mr. Roland Emmans, Head of UK Tech Sector & Growth Lending, HSBC UK, London, United Kingdom
Mr. Johannes Post, Global Head of Valuations, KPMG, Zurich, Switzerland
Ms. Wang Xiaozhuo, General Manager, Inclusive Finance Department, Bank of China, Beijing, China – remote

Networking Lunch (13:00–14:30)

Moving Intangible Asset Finance from the Margin to the Mainstream

Challenges to Intangible Asset Finance – Part 1 (14:30–15:00)

Moderator: Mr. Claudio Furtado, President, National Institute of Industrial Property, Rio de Janeiro, Brazil

Valuation of intangibles for finance

Mr. Martin Brassell, CEO, Inngot, London, United Kingdom

Prof. Choi Chul, Professor of Law, Hankuk University of Foreign Studies, Seoul, Korea

Mr. John Wilson, Senior Operations Officer, International Finance Corporation, Bogotá, Colombia – remote

Challenges to Intangible Asset Finance – Part 2 (15:00–16:00)

Moderator: Mr. Michael Kos, IP Finance and Valuation Expert, IPBD, IES, WIPO

Improving Lender and Investor Engagement

Mr. Sung Hyun Sig, General Manager, SMEs & Startups Banking Department, KEB Hana Bank, Seoul, Korea

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

Mr. Ivan Kirchev, Executive Director, IP Strategy, JP Morgan Chase, Chicago, United States of America – remote

Mr. McLean Sibanda, Managing Director, Bigen Global, Johannesburg, South Africa – remote

Increasing Market Transparency

Mr. Erik Perez, Central Legal Operations, Shell, Houston, United States of America

Mr. Zeeger Vink, President, International Trademark Association (INTA), Geneva, Switzerland

Mr. Kris Boschmans, Senior Researcher, European Future Innovation System Centre, Brussels, Belgium – remote

Coffee Break (16:00–16:30)

Stakeholder Input and the Road Ahead (16:30–17:15)

Moderator: Mr. Marco Alemán, Assistant Director General, IES, WIPO

Mr. Cemil Baspinar, President, Turkish Patent and Trademark Office (TURKPATENT), Ankara, Türkiye – via video intervention

Mr. Ermias Yemanebrihan Hailemariam, Director General, Ethiopian Intellectual Property Authority (EIPA), Addis Ababa, Ethiopia – via video intervention

Ms. Lee Insil, Commissioner, Korean Intellectual Property Office (KIPO), Seoul, Korea – via video intervention

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

Mr. François-Xavier de Beaufort, Director of Economic Action, Institut National de La Propriété Industrielle (INPI), Paris, France – via video intervention

Ms. Norah Alammari, Executive Director of IP Empowerment, Saudi Authority for Intellectual Property (SAIP), Riyadh, Saudi Arabia – remote

Mr. Koji Tauchi, Director, Multilateral Policy Office, International Policy Division, Policy Planning and Coordination Department, Japan Patent Office (JPO), Tokyo, Japan

Mr. Andrea Di Carlo, Deputy Executive Director, European Union Intellectual Property Office (EUIPO), Alicante, Spain

Closing Remarks (17:15–17:30)

Mr. Guy Pessach, Director, IPBD, IES, WIPO

Video interventions during Coffee Break

Mr. Koizuka Naoto, Chief Researcher, Mitsubishi UFJ Research and Consulting

Mr. Bae Dong Suk, Vice President, Intellectual Discovery

Mr. Rob Aft, Author "From Script to Screen" and chapters in "The Movie Business Book about Getting Paid"

Mr. Bertrand Moullier, International Federation of Film Producers Associations