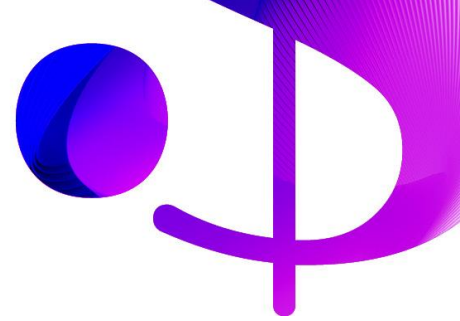


IP Finance Dialogue  
**Expanding  
Horizons on  
IP Finance  
and Valuation**



**Geneva and Online**

**Tuesday, November 21, 2023 (10:00–15:45 CET)  
WIPO Conference Hall**

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

**Keynote Opening (10:00–10:10)**

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO) – via video intervention

**Keynote Addresses (10:10–10:45)**

H.E. Ms. Indranee Rajah, Minister in the Prime Minister's Office, Second Minister for Finance and Second Minister for National Development, Singapore – via video intervention

H.E. Mr. Rouhollah Dehghani Firouzabadi, Vice-President for Science, Technology and Knowledge-based Economy of I.R. Iran, Tehran, Islamic Republic of Iran – via video intervention

Mr. João Negrão, Executive Director, European Union Intellectual Property Office (EUIPO), Alicante, Spain – via video intervention

Ms. Pamela Coke-Hamilton, Executive Director, International Trade Center, Geneva, Switzerland – via video intervention

Mr. Peter Kažimír, Governor of the National Bank of Slovakia, Bratislava, Slovak Republic – via video intervention

**WIPO's Action Plan – Taking Stock (10:45–11:00)**

- Recap of WIPO's Action Plan
- Preliminary Findings from the Country Reports

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

Ms. Allison Mages, Head IP Commercialization Section (IPCS), IP for Innovators Department (IPID), IES, WIPO

Mr. Michael Kos, IP Finance and Valuation Specialist, IPCS, IPID, IES, WIPO

**Panel I: Perspectives on Best Practices to Support IP Finance (11:00–11:45)**

Moderator: Ms. Allison Mages, WIPO

Mrs. Rena Lee, Chief Executive, Intellectual Property Office of Singapore, Singapore – remote

Ms. Astrid Bartels, Head of Access to Finance Unit, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium – on-site

Ms. Nabila Aguele, Member of the Board of Directors of INSEAD, former Special Adviser to the Ministry of Finance and Planning, Abuja, Nigeria – on-site

Mr. Roland Emmans, Head of Technology Sector & Growth Lending, HSBC London, United Kingdom – remote

**WIPO's Expert Consultative Group on Valuation of Intangible Assets (11:45–12:15)**

- Summary of Findings
- Presentation of Papers

Speaker: Mr. André Gorius, former Head Global IP Valuation Committee, Licensing Executives Society International (LESI), Lyon, France

Prof. Jonathan Haskel, Professor of Economics at Imperial College Business School, Imperial College London, United Kingdom – via video intervention

Prof. Nicolas Crouzet, Associate Professor of Finance, Northwestern University, Chicago, United States of America – via video intervention

Ms. Dulce María Miranda, Partner, Deloitte Legal, Madrid, Spain – via video intervention

Mr. Johannes Post, Partner, Global Head of Valuations, KPMG, Zurich, Switzerland – via video intervention

Mr. Nick Talbot, Chief Executive Officer, International Valuation Standards Council, London, United Kingdom – via video intervention

Expanding Horizons on IP Finance and Valuation 2023

# Expanding Horizons on IP Finance and Valuation

## **Panel II: IP Finance on the Ground - Practical Perspectives from Start-ups and Scale-ups**

**(12:15–13:15)**

Moderator: Ms. Margherita Marini, IP Commercialization Specialist, IPCS, IPID

Mr. Neil Bellamy, Head TMT & Services, Natwest, London, United Kingdom – on-site

Mr. George Gachara, Founder and Head of Fund, HEVA Fund, Nairobi, Kenya

– remote

Ms. Gabriela Contreras Aguilera, Luminova Pharma Group, Guatemala City, Guatemala – on-site

Mr. Guy Pessach, Director, IPBD, IES, WIPO – on-site

### **Commentary from the Field**

Mr. Matúš Medvec, President, Industrial Property Office of the Slovak Republic, Banská Bystrica, Slovak Republic – remote

Ms. Chen Mingyuan, Director of Operational System Construction Division, Intellectual Property Utilization and Promotion Department, China National Intellectual Property Administration (CNIPA), Beijing, China – remote

Mr. Hassan E. Zanalain, Senior Business Developer, Saudi Authority for Intellectual Property (SAIP), Riyadh, Kingdom of Saudi Arabia – remote

### **Networking Lunch (13:15–14:15)**

## **Panel III: Pushing Boundaries of Intangibles Valuation – Alternative Approaches (14:15–14:45)**

Moderator: Mr. Michael Kos, WIPO

Prof. Xiaolan Fu, Technology and Management Centre for Development (TMCD), Professor of Technology and International Development, Oxford University, United Kingdom – on-site

Ms. Leann Pinto, Chief Executive Officer, IPwe, New York, United States of America – on-site

Mr. Brian Hinman, Chief Innovation Officer, Aon Intellectual Property Solutions, New York, United States of America – remote

Mr. Musa Parmaksiz, Head of AI, Data and Analytics Center, UBS Group, Zurich, Switzerland – remote

## **Panel IV: IP Finance on the Ground – IP Financing in the Creative Industries (14:45–15:25)**

Moderator: Mr. Rafael Ferraz Vasquez, Legal Officer, Copyright Law Division, Copyright and Creative Industries Sector, WIPO

Mr. Joern Radloff, Global Head of Music Publishing, Amazon Twitch, London, United Kingdom – on-site

Ms. Lucrecia Cardoso, Secretary of Cultural Development, Ministry of Culture, Buenos Aires, Argentina – remote

Ms. Juni Tingting Zhu, Senior Economist at Markets, Competition and Technology Global Unit of World Bank Group, Washington, United States of America – on-site

Mr. Joseph Calabrese, former Global Chair of Entertainment, Sports & Media Practice, Latham Watkins, Los Angeles, United States of America – remote

Mr. Alexander Cuntz, Head Creative Economy Section, Department for Economics and Data Analytics, IES, WIPO – on-site

### **WIPO's Action Plan – Next Steps (15:25–15:40)**

- WIPO's IP Financing Pilot Project
- WIPO's Hands-on Finance Guide on IP Finance

Speaker: Mr. Alejandro Roca-Campaña, Senior Director, IPID, IES, WIPO

### **Closing Remarks (15:40–15:45)**

Mr. Marco Alemán, WIPO