



LAUNCH EVENT

**WIPO/IP/GE/2/21/1 PROV.
ORIGINAL: ENGLISH
DATE: OCTOBER 6, 2021**

WIPO IP DIAGNOSTICS GOING GLOBAL

Co-organized by
The World Intellectual Property Organization (WIPO)
The International Trade Center (ITC)
The International Chamber of Commerce (ICC)

Geneva, November 9, 2021, Hybrid

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

November 9, 2021

13.30 – 13.45 **Opening remarks**

Speaker: Mr. Marco M. Alemán, Assistant Director General, IP and Innovations Ecosystems Sector, the World Intellectual Property Organization (WIPO), Geneva, Switzerland

Ms. Dorothy Ng'ambi Tembo, Deputy Executive Director, the International Trade Center, Geneva, Switzerland

Mr. Andrew Wilson, Global Policy Director, the International Chamber of Commerce, Paris, France

13.45 – 14.00 **Keynote: Importance of Intellectual Property Management for Business Competitiveness**

Speaker: Dr. Alfred Radauer, Program Director, Management, IMC University of Applied Sciences, Krems, Austria

14.00 – 14.45 **WIPO IP Diagnostics Going Global**

Chairperson: His Excellency Mr. José Luis Cancela, Ambassador, Permanent Representative of Uruguay to the WTO and other International Economic Organizations in Geneva. Coordinator of the Informal Working Group on MSMEs at the WTO, Geneva, Switzerland

Demonstration of WIPO Diagnostics. Ms. Tamara Nanayakkara, Counsellor, IP for Business Division, IP and Innovations Ecosystems Sector, the World Intellectual Property Organization (WIPO), Geneva, Switzerland

Reflections: Mr. José Antonio Gil Celedonio, Director, Spanish Patent and Trademark Office (OEPM), Madrid, Spain

Mr. Regan Asgarali, Controller, Intellectual Property Office, Port of Spain, Republic of Trinidad and Tobago

Ms. Mary Critharis, Chief Policy Officer and Director for International Affairs, United States Patent and Trademark Office (USPTO), United States of America

Mr. Jonathan Morello Ritter, Confederation of small and medium enterprises (CONFAPI). CEO, Ambico, Padova, Italy

14.45 – 15.00 **Integrating IP Considerations Into the Exporter's Journey**

Demonstration of Global Trade Helpdesk focusing on the IP dimension.
Mr. Mathieu Loridan, Senior Market Analyst, International Trade Centre (ITC), Geneva, Switzerland

15.00 – 15.15 **Supporting Entrepreneurs Worldwide through the ICC Centres of Entrepreneurship**

Speakers: Mr. Gabriel Petrus, Deputy Director, Global Partnerships & Development, International Chamber of Commerce (ICC), Paris, France

Ms. Catherine Foster, Lead, ICC Centres of Entrepreneurship, International Chamber of Commerce (ICC), Paris, France

Reflections: Ms. Joelle Yazbeck, Executive Coordinator, ICC-ESCWA Centre of Entrepreneurship, Beirut, Lebanon

Closing – Way Forward

Speaker: Mr. Guy Pessach, Director, IP for Business Division, IP and Innovation Ecosystems Sector, the World Intellectual Property Organization (WIPO), Geneva, Switzerland