



MR. MARCO M. ALEMÁN
Assistant Director General
IP and Innovation Ecosystems Sector
World Intellectual Property Organization

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. DOROTHY NG'AMBI TEMBO

Deputy Executive Director
International Trade Center

Ms. Dorothy Tembo has served Deputy Executive Director of the International Trade Centre since June 2014. A Zambian national.

Prior to her roles at ITC, Ms. Tembo served as the Executive Director of the multi-donor funded Enhanced Integrated Framework Programme (EIF) at the World Trade Organization (WTO) supporting Least Developed Countries. Prior to the WTO, she held various other positions, including serving as Zambia's Chief Trade Negotiator and Director Foreign Trade in the Ministry of Commerce, Trade and Industry, Deputy Chief of Party, USAID Zambia Trade and Investment Enhancement Project as well as Senior Advisor, USAID RAPID project in Botswana supporting the implementation of the SADC Protocol on Trade.



MR. ANDREW WILSON
Global Policy Director
International Chamber of Commerce

Andrew Wilson is the Permanent Observer of the International Chamber of Commerce (ICC) to the

United Nations. As the head of ICC's Global Policy and External Affairs functions, Mr. Wilson oversees ICC's engagement with international organizations and processes, including the United Nations, the European Union, the World Trade Organization and the Group of 20. He is also leading ICC's COVID-19 response and recovery strategy.



DR. ALFRED RADAUER

Program Director for
Management Studies
IMC University of Applied
Sciences

Dr. Alfred Radauer is study program director for management studies at the IMC University of Applied Sciences

in Krems, Lower Austria. In this capacity, he organizes the study program, teaches, researches and lectures on innovation and IP management topics. Before joining the faculty in 2020, Dr. Radauer had worked in an international consultancy leading a team in the field of Intellectual Property and Standards. For the past 16 years, Dr. Radauer has been conducting numerous studies on IP policy topics for bodies like WIPO, the EC, the EPO or various national government agencies. His specialty is the interface between IP law, policy and business, and particularly the design and evaluation of IP support programs and tools, many of which designed for SMEs.



H.E. 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

Ambassador José Luis Cancela is serving as Permanent Representative of Uruguay to the World Trade Organisation in Geneva. In 2018 he was appointed as General Coordinator of the Informal Working Group on MSMEs, Chairman of the Working Party on the Accession of Algeria to the WTO and during 2020 as Chair of the Council for Trade in Goods.

A career diplomat, fluent in four languages and with a background in Law, Ambassador Cancela joined the Foreign Service in 1988, and has served in Bulgaria, the Kingdom of Belgium, the European Union, and the Kingdom of Spain. His last foreign assignment was as Permanent Representative of Uruguay to the United Nations in New York, from 2008 to 2013.

While at headquarters in the Foreign Ministry, Ambassador Cancela served in the Direction General for Political Affairs, as Director of International Economic Organisms, as Secretary General of the Ministry and lately as Vice Minister of Foreign Affairs.



MS. TAMARA NANAYAKKARA

Counsellor
IP for Business Division
IP and Innovations
Ecosystems Sector
World Intellectual Property
Organization

Tamara Nanayakkara is Counsellor at the IP for Business Division, IP and Innovation Ecosystems Sector of the World Intellectual Property Organization (WIPO), Geneva, Switzerland. Since she joined WIPO in January 1994 she worked in the Cooperation for Development Bureau for Asia and the Pacific, Economic Analysis, Forecast and Research Division and the Least Developed Countries Division. Before joining WIPO she worked as an Attorney at Law and as an Assistant Lecturer at the Faculty of Law of the University of Colombo in Sri Lanka. She holds a Bachelors and a Masters Degree in Law from the University of Colombo, Sri Lanka and a Masters Degree in International Management from the University of St. Thomas, St. Paul, Minnesota, USA.



**MR. JOSE ANTONIO
GIL CELEDONIO**

Director
Spanish Patent and
Trademark Office
(OEPM)

Director General of the
Spanish Patent and
Trademark Office
(2018-today).

Career Senior Civil Servant, Administrator of the State (XLVIII Promotion).

Head of the Spanish Delegation to the European Patent Office and the European Union Intellectual Property Office.

Member of the Spanish Delegation to the General Assemblies and Coordination Committee of the World Intellectual Property Organization.

Vicechair of the Program and Budget Committee, WIPO (2020-2022).

Member of the Board of the “Foro de Marcas Renombradas Españolas” and “Escuela de Organización Industrial” foundations.

Member of several consultive governmental bodies: High Level Forum of the Spanish Industry, State Council on SMEs and Intersectorial Commission to fight against activities concerning violations of Intellectual Property Rights.

Education:

History Degree, Complutense University of Madrid; Master’s Degree on Diplomacy and International Relations, Spanish Diplomatic School; Law Degree, Open Spanish University (currently studying); State Aids Diploma (National Institute of Public Administration); Strategic Planning Diploma (National Institute of Public Administration); Mentoring Skills Diploma (National Institute of Public Administration)



MS. MARY CRITHARIS

Chief Policy Officer and
Director for International
Affairs
United States Patent
and Trademark Office
(USPTO) United States
of America

Mary Critharis is the Chief Policy Officer and Director for International Affairs at the USPTO. In that position, she serves as a policy advisor to the Under Secretary of Commerce for Intellectual Property.

Ms. Critharis first joined the USPTO as a patent examiner in 1992 before progressing to Assistant Solicitor in 2000. From 2001 to 2002, she served as Counsel to the United States Senate Judiciary Committee before returning to the USPTO as Attorney Advisor (2002-2004) and Senior Patent Counsel (2004-2011). Most recently, Ms. Critharis served as Deputy Chief Policy Officer and Senior Counsel.

Ms. Critharis received her law degree from Brooklyn Law School. Ms. Critharis also has an MS in biotechnology from Johns Hopkins University and an MS in physical chemistry from New York University. Ms. Critharis received her BA in chemistry and political science from New York University.



**MR. JONATHAN
MORELLO RITTER**

Confederation of small and
medium enterprises
(CONFAPI), CEO, Ambico

Born in Padua on 3 June 1984, he followed a course in scientific studies and achieved a degree in

Environmental Sciences and Technologies in 2006.

When he finished the University, he worked in different Public Entities and then, he took the path of the freelancer.

In 2010 he opened the engineering company Ambico. In CONFAPI he held the role of

counsellor, deputy Vice President and Chairman of the Board of Directors of subsidiary Veneto Più S.r.l.

During his experience in Confapi, in 2012 he promoted an initiative in favour of Start-Up called Impresa Futura, able to offer support to future entrepreneurs.

In 2016, he coordinated the work for the creation of the Confapi Credit – corporate finance office: container of tools to facilitate SMEs to credit access.

The Confapi Credit project has permitted to create the conditions to open the Confapi Fidi local office in Padua, of which he chairs the Area Technical Committee.



MR. REGAN ASGARALI
Controller
Intellectual Property Office
Government of the
Republic of Trinidad and
Tobago

Regan Mark Asgarali is an Attorney at Law attached to the Intellectual Property Office of Trinidad and Tobago as the Controller of Intellectual Property. He joined the Office in July 2009.

A graduate of the Faculty of Law, University of the West Indies, Mr. Asgarali has a Bachelor of Laws (Upper 2nd Class Hons.) (2000) and a Legal Education Certificate from the Hugh Wooding Law School (2002). In 2002 he was admitted to practice law in Trinidad and Tobago and is a member of the Law Association of Trinidad and Tobago. Mr Asgarali is also the holder of a postgraduate certificate, diploma and a Master of Laws (LLM) in intellectual property law from the University of London.

He possess several certificates from the World Intellectual Property Organization (WIPO) in Geneva, Switzerland, in areas such as Management and Administration of IP Offices, advanced courses on Trademarks, Industrial designs, Geographical Indications, Mediation and

Arbitration, New Plant varieties and IP Enforcement.

Mr. Asgarali practised law at Mair & Company from 2002-2008 in general practice with particular focus on litigation, intellectual property, entertainment law and corporate commercial/conveyancing. He also served as the Legal Secretary to the Arbitral Panel for the determination of Telecommunication Interconnection disputes.

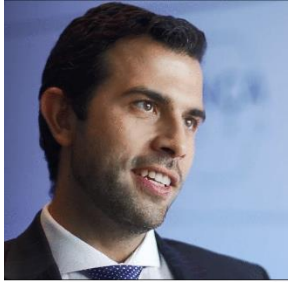
Mr. Asgarali practised in the Commercial Department of Lex Caribbean from 2008 – 2009 with primary responsibility for Intellectual Property matters and was also involved in Mergers and Acquisitions.

At the Intellectual Property Office as Controller for Intellectual Property, he is responsible for the administration of all laws pertaining to intellectual property and for the strategic direction of the intellectual property office, inter alia. He is presently concentrating on flagship projects such as a proposed IP academy for Trinidad and Tobago, an IP library and technological innovation support centre, and for the introduction of a paperless IP office.



MR. MATHIEU LORIDAN
Senior Market Analyst
International Trade Center

Mathieu Loridan is Senior Market Analyst at the International Trade Centre (ITC). French national, he holds a Master of Sciences in Economics from the University of Geneva (Switzerland). Mr. Loridan designs and implements projects to enhance SME access to market information in developing countries. He is currently in charge of the development and promotion of trade intelligence solutions, using integrated databases, analytical methods and technologies, including the multi-agency Global Trade Helpdesk Initiative and the African Trade Observatory.



MR. GABRIEL PETRUS
Deputy Director
Global Partnerships &
Development
International Chamber of
Commerce (ICC)

Gabriel Petrus is Deputy
Director for Global

Partnerships & Development at the International Chamber of Commerce (ICC), the world business organization. His role includes building strategic alliances with corporations, governments and multilateral institutions to make business work everywhere, every time and for everyone. Gabriel has been leading the global implementation of the ICC Centre's of Entrepreneurship, which supports the next generation of entrepreneurs and start-up talents.



**MS. CATHERINE
FOSTER**
Lead
ICC Centres of
Entrepreneurship
International Chamber of
Commerce (ICC)

Catherine Foster is the Lead of the ICC Centre of Entrepreneurship in the Global Partnerships & Development department at the International Chamber of Commerce (ICC), the world business organization. Catherine has worked at the International Chamber of Commerce for the past 14 years and is currently managing the global implementation of the ICC Centre's of Entrepreneurship, which supports the next generation of entrepreneurs and SMEs.



**MS. JOELLE
YAZBECK**
Executive Coordinator
ICC-ESCWA Centre of
Entrepreneurship
Lebanon

Joelle Yazbeck is the
Executive Coordinator

for the Beirut-based ICC-UNESCWA Center of Entrepreneurship for the MENA region, an initiative co-led by the International Chamber of Commerce and the United Nations Economic and Social Commission for Western Asia.

Ms. Yazbeck has a deep understanding of strategic marketing and helped develop digital-first strategies for small businesses to create engaging and impactful customer experiences. Launching her career in entrepreneurship within the non-profit sector, Joelle previously led the Pan Arab chapter of the MIT Enterprise Forum delivering vision, strategic direction, and leadership.

Ms. Yazbeck is eager to engage with collaborators and establish community partnerships to support and further develop entrepreneurship in the region. You can contact Joelle by email at joelle.yazbeck@un.org.



MR. GUY PESSACH
Director
IP for Business Division
(IPBD)
IP and Innovation
Ecosystems Sector (IES)
World Intellectual Property
Organization

Mr. Guy Pessach is the Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (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. Guy 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 Pop 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.