WIPO PULSE
Global IP Perception Survey

organized by
the World Intellectual Property Organization (WIPO)

Geneva, September 14, 2023 – 13.30 to 14.30 CEST

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO
Thursday, September 14, 2023

13.30 – 13.40  **Opening**

Welcome address by:
- Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO), Geneva

13.40 – 13.50  **Introductory remarks**

Speaker: H.E. Ms. Francisca E. Méndez Escobar, Ambassador, Permanent Mission of Mexico to the United Nations Office and other international organizations in Geneva

13.50 – 14.15  **WIPO PULSE Survey results presentation**

Speakers:  
- Mr. Flemming B. Bröcher, Director, BERENT Deutschland GmbH, Kassel, Germany  
- Ms. Vaida Broecher, International Business Consultant and Project Director, BERENT Deutschland GmbH, Kassel, Germany  
- Mr. Giovanni Napolitano, Director, Intellectual Property (IP) and Competition Policy, Global Challenges and Partnerships Sector (GCPS), WIPO, Geneva  
- Mr. Martin Correa, Senior Counsellor, Future of Intellectual Property (IP), GCPS, WIPO, Geneva

14.15 – 14.25  **Moderated Q&A**

Moderator: H.E. Ms. Francisca E. Méndez Escobar

14.25 – 14.30  **Closing of the meeting**

Speaker: Mr. Edward Kwakwa, Assistant Director General, GCPS, WIPO, Geneva

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