



REGIONAL EVENT

WIPO/IP/INN/GE/2/22
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DATE: FEBRUARY 17, 2022

WOMEN: INNOVATING FOR A BETTER WORLD

organized by
the World Intellectual Property Organization (WIPO)

March 8, 2022

Via Zoom

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, March 8, 2022

Note: All Times are in Central European Time.

7:00 – 7:15 a.m. Registration – Participants join Zoom

7:15 – 7:20 a.m. **Keynote address:**

Ms. Lisa Jorgenson, Deputy Director General, Patents and Technology Sector, World Intellectual Property Organization (WIPO), and IP and Gender Champion of WIPO

7:20 – 7:50 a.m. **Session 1 Women in Innovation and Entrepreneurship**

- Specific challenges limiting innovative and entrepreneurial endeavors of women
- Catalyzing innovation-led enterprise ecosystem

Speakers: Dr. Neelika Malavige, Head of the Department of Immunology and Molecular Medicine, University of Sri Jayewardenepura; and Assistant Commissioner, Sri Lanka Inventors Commission (Sri Lanka)

Ms. Mohana Priya S., Founder and Proprietor, Kapala Helmets (Coimbatore, India)

Dr. Prativa Pandey, Founder and CEO, Catalyst Technology Pvt Ltd. (Kathmandu, Nepal)

7:55 – 8:40 a.m. **Session 2 Building Networks and Capacity: Networking outcomes and entrepreneurial benefits**

- Leveraging process and international networks to grow your business: opening untapped resources for women entrepreneurs
- Why do networks matter to women innovators?
- Assisting SMEs craft their innovation strategy

Speakers: Ms. Leena Pische Thomas, Director, Global Business Inroads (Bengaluru, India)

Ms. Yendi Amalia, CEO, Wordsmith Group, and Founder, WeMean Business (Jakarta, Indonesia)

Ms. Lisa Fatimailetaelelemoemoea'ana Vaai, Creative Director, Eveni Carruthers, Apia, Samoa;

Ms. Esther Bates, Senior Project Management Officer, Global Green Growth Institute.

8:40 – 08:50 a.m.	Break	
8:50 – 09:25 a.m.	Session 3	<p>PCT: Closing the gender gap in STEM workforce</p> <ul style="list-style-type: none"> • PCT: Initiatives promoting Women Inventors and Entrepreneurship • Promoting gender diversity and inclusion in STEM industry • Sri Lanka: Fixing the gender-gap in STEM industry <p>Speakers:</p> <p>Ms. Anjali Aeri, PCT International Cooperation Division; Patents & Technology Sector, WIPO</p> <p>Dr. Merlinda A. Palencia, CEO, Envigor Natural Products Mfg. Inc. (Philippines)</p> <p>Ms. Betty Zhao, Co-founder, FengEn Tech Shanghai, Club Dreambuilder, and Ladies Who Tech (Beijing, China)</p> <p>Ms. Vindya Wijesinghe, Innovation Officer, National Innovation Agency, Sri Lanka</p>
9:25 – 10:05 a.m.	Session 4	<p>Best Practices from the region</p> <p>Speakers:</p> <p>Ms. Lolibeth Ramit-Medrano, Director, Bureau of Patents, Intellectual Property Office of the Philippines</p> <p>Ms. Deepa Liyanage, Secretary, State Ministry of Skills Development, Vocational Training, Research and Innovation (Sri Lanka)</p>
10:05 – 10:35 a.m.	Discussion	
10:35 – 10:45 a.m.	Closing Remarks:	<p>Women Innovators in Networked Communities: connecting and mobilizing women for positive change</p> <p>Mr. Andrew M. Ong, Director, Division for Asia and the Pacific, Regional and National Development Sector, WIPO</p> <p>End of Session</p>

Women Innovator Networked Communities: Pathway towards Gender Equality in Entrepreneurship

In 2015, the United Nations General Assembly adopted the 2030 Agenda for Sustainable Development Goals. Among its other goals, the Agenda has a standalone Goal on gender equality and the empowerment of women and girls. As a specialized agency of the UN, WIPO is committed to advancing this goal within its mandate of promoting innovation for socio-economic and cultural development.

It is common knowledge that intellectual property is a powerful tool for wealth and employment generation, and innovation often plays a facilitator of entrepreneurship. The potential payoffs are momentous for women's financial autonomy- particularly in the developing countries and LDCs with higher levels of women unemployment owing to unique socio-economic dynamics and norms restricting women's role outside the household. While national governments have come to understand and acknowledge the existing contribution of women in professional and technical occupations to the national socio-economic development, the entrepreneurial potential of women remains vastly untapped. Considering the complex nature of factors limiting women's participation in the organized labor market, increasing IP awareness and usage among women becomes pivotal for incentivizing women-led businesses and entrepreneurial activities and breaking socio-cultural barriers limiting their innovative endeavors.

This Women's Day on **8th March**, the Division for Asia and the Pacific in collaboration with the WIPO Singapore Office, of the Regional and National Development Sector of WIPO, and the PCT International Cooperation Division of the Patents and Technology Sector, is organizing a webinar to honor women entrepreneurs and to support women innovators who aspire to become entrepreneurs using intellectual property tools conveyed and delivered in and through networked communities. The objective of the webinar is to start a dialogue among women innovators/entrepreneurs, IP officers, educators, think tanks, and local women support networks, and provide them a platform for:

- Learning: from experts and shared experiences
- Collaboration: with peers
- Partnership for success: Connecting to key ideas/individuals.
- Presenting Best Practices, new & emerging trends

The Expected Outcomes of the Webinar are:

- More connections to the end-users of IP.
- Generation of inputs from the region's entrepreneurs and interlocutors on what is effective and appropriate, and what is not for women entrepreneurs.
- Build or strengthen the existing regional networks of experienced and aspiring women innovators and entrepreneurs, and experimenting on a new way to deliver: (a) short IP contents to attract and entice interaction, introduce IP solutions, topics, tips, etc., and (b) share experiences and networking among entrepreneurs in the Asia-Pacific region. IP contents will be used to address the dialogue gap between WIPO/other IP service-providers and the stakeholders/potential end-users.
- Starting with a small number in this webinar, more stakeholders in more countries will eventually be reached.

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