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**INTERNATIONAL CONFERENCE**

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**WIPO/IPDA/GE/16/1**  
**ORIGINAL: ENGLISH**  
**DATE: APRIL 8, 2016**

**WIPO International Conference on Intellectual Property and  
Development**

organized by the World Intellectual Property Organization (WIPO)

**Geneva, April 7 and 8, 2016**

**PROGRAM**

*prepared by the International Bureau of WIPO*

Thursday, April 7, 2016

- 8.00 – 9.00 Registration
- 9.00 – 9.15 **Welcome Address by:**  
  
Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva
- 9.15 – 9.30 **Introductory Remarks by:**  
  
H.E. Mr. Alberto Pedro D'Alotto, Ambassador and Permanent Representative of the Argentine Republic to the United Nations Office and other international organizations in Geneva, and Chair of the Committee on Development and Intellectual Property (CDIP)
- 9.30 – 10.00 **Keynote Address by:**  
  
H.E. Mr. Rob Davies, Minister for Trade and Industry, Ministry of Trade and Industry, Pretoria
- 10.00 – 10.30 Welcome Coffee Break
- 10.30 – 12.00 **Theme 1 Social Development and the Role of Intellectual Property (IP)**  
  
Moderator: Ms. Wang Binying, Deputy Director-General, Brands and Designs Sector, WIPO  
  
Speakers: Professor Keith E. Maskus, Associate Dean for Social Sciences, Department of Economics, University of Colorado, Boulder, United States of America  
  
Professor Shamnad Basheer, Honorary Research Chair Professor of IP Law, Nirma University and, Founder, SpicyIP, Bangalore, India  
  
Discussion: Questions and Answers (Q&A)
- 12.00 – 13.00 **Case Study From the Heart – Moldovan Brands**  
  
Speaker: Mr. Octavian Apostol, Director General, the State Agency on Intellectual Property (AGEPI), Chisinau
- Case Study Designing a Program on Geographical Indications for Jamaican Jerk Seasoning**  
  
Speaker: Ms. Sara Allen, Attorney-at-Law and Project Manager on the Protection of Geographical Indications Project in Jamaica, Mandeville, Jamaica

13.00 – 14.00 Lunch Break

14.00 – 15.15 **Theme 2 Economic Development and the Role of IP**

Moderator: Mr. Joakim Reiter, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

Speakers: Dr. Henning Grosse Ruse-Khan, Professor, University of Cambridge, Lecturer and Fellow, King's College, Cambridge, United Kingdom

Dr. Carlos Maria Correa, Director, Center for Interdisciplinary Studies on Industrial Property and Economics and of the Post-graduate Course on Intellectual Property at the Law Faculty, University of Buenos Aires, Buenos Aires

Dr. Ivan Bliznets, Rector, Russian State Academy for Intellectual Property (RGAIS), Moscow

Discussion: Q&A

15.15 – 16.15 **Case Study Leveraging Intellectual Property for Commercialization of Research**  
**Outcomes: the Experience of a Pakistani University**

Speaker: Mr. Arshad Ali, Rector and Vice Chancellor, National Textile University, Faisalabad, Pakistan

**Case Study Oman Traditional Fragrances**

Speaker: Mr. Rabin Chatterjee, Chief Financial Officer, Amouge LLC, Muscat

16.15 – 17.45 **Theme 3 Cultural Development and the Role of IP**

Moderator: Mr. Minelik Alemu Getahun, Assistant Director General, Global Issues Sector, WIPO

Speakers: Ms. Irini Stamatoudi, General Director, Hellenic Copyright Organization, Ministry of Culture and Sports, Greece

Mr. Mihály Ficsor, Chairman, Central and Eastern European Copyright Alliance (CEECA), Budapest

Discussion: Q&A

17.45 – 18.15 **Case Study Rebranding Africa's image through Label TV & Radio**

Speaker: Mr. Mactar Silla, Founder and Chief Executive Officer, Label TV – Label Radio, Libreville

Friday, April 8, 2016

9.30 – 11.15 **Theme 4 Designing a Dynamic IP System: Sharing Practices, Developing Strategies**

Moderator: Mr. John Sandage, Deputy Director General, Patents and Technology Sector, WIPO

Speakers: Professor Andrew Christie, Davies Collison Cave Chair of Intellectual Property, University of Melbourne Law School, Melbourne, Australia

Mr. Maximiliano Santa Cruz, Director, National Institute of Industrial Property of Chile, Santiago

Ms. Anzhela Plionkina, Deputy Director General, National Center of Intellectual Property of Belarus, Minsk

Discussion: Q&A

11.15 – 11.45 **Case Study Designing a Dynamic IP System**

Speaker: Mr. Getachew Alemu, Intellectual Property Consultant and Attorney, Getachew and Associates Law Office, Addis Ababa

11.45 – 13.45 Lunch Break

13.45 – 15.15 **Theme 5 Global Cooperation for IP and Development: The Role of WIPO and Other Key Actors**

Moderator: Mr. Naresh Prasad, Assistant Director General and Chief of Staff, Office of the Director General, WIPO

Speakers: Mr. Yi Xiaozhun, Deputy Director-General, World Trade Organization (WTO), Geneva

Mr. Joakim Reiter, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva

Ms. Barbara Martin Muñoz, Manager, Technical Office of European Affairs, International Relations Office, Madrid

Mr. Greg Perry, Executive Director, Medicines Patent Pool, Geneva

Ms. Sherry Knowles, Principal, Knowles Intellectual Property Strategies, Atlanta, Georgia, United States of America

Discussion: Q&A

15.15 – 15.45 Coffee Break

15.45 – 17.00 **Theme 6 IP for Development: Current Challenges and Future Perspectives**

Moderator: Mr. Mario Matus, Deputy Director General, Development Sector, WIPO

Speakers: All speakers

Discussion: Q&A

17.00 – 18.00 **Closing Ceremony**

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