

Speaker Profiles



Mr. Francis Gurry, Director General, World Intellectual Property Organization, Geneva, Switzerland

Francis Gurry is an Australian lawyer who has served as Director General of the World Intellectual Property Organization (WIPO) since October 1, 2008.

Mr. Gurry joined WIPO in 1985 and has held various positions in its Secretariat, including Legal Counsel, Assistant Director General and Deputy Director General. He holds Law degrees from the University of Melbourne, a PhD from the University of Cambridge and is an honorary professor of, and holds honorary doctorates from, universities in many countries. He is also the author of a number of publications, one of which has become a standard legal text in the UK and is published by Oxford University Press as *Gurry on Breach of Confidence*.



H.E. Mr. Rob Davies, Minister of Trade and Industry, Ministry of Trade and Industry, Pretoria, South Africa

Rob Davies is serving his second term as Minister of Trade and Industry, having been reappointed to this portfolio in May 2014.

During his first term, from 2009 to 2014, Mr. Davies oversaw the development and implementation of annual three-year rolling Industrial Policy Action Plans as well as steering South Africa's participation in important trade relations, including the COMESA-EAC-SADC Tripartite Free Trade Area, the BRICS group, an Economic Partnership Agreement with the European Union, the United States' African Growth and Opportunity Act and the World Trade Organization Bali Package.

Before entering Parliament, Mr. Davies was Professor and co-Director of the Centre of Southern African Studies at the University of the Western Cape and before that, Professor Auxiliar at the Centro de Estudos Africanos at Eduardo Mondlane University in Maputo, Mozambique. He is currently a member of the Central Committee of the South African Communist Party and of the National Executive Committee

of the African National Congress. He holds an Honors degree in Economics from Rhodes University, a Masters in International Relations from the University of Southampton in the United Kingdom and a Doctorate in Political Studies from the University of Sussex.

**Theme 1:
Social Development and the Role of IP**

The panelists on this theme will discuss the impact of intellectual property rights (IPRs) on social development, highlighting the ways in which IP could help to ensure sustainable development and the social benefits that may be gained from an effective IP system.



Professor Keith E. Maskus, Arts and Sciences Professor of Distinction and Professor of Economics, Department of Economics, University of Colorado, Boulder, United States of America

Since obtaining a PhD in Economics from the University of Michigan, Professor Maskus has held many different positions in the economic and academic world, including Lead Economist in the Development Research Group at the World Bank,

Research Fellow at the Peterson Institute for International Economics, Fellow at the Kiel Institute for World Economics and Adjunct Professor at the University of Adelaide. He currently serves as a consultant to the World Bank and the World Intellectual Property Organization, and recently chaired a panel of the National Research Council on IP management in standard-setting organizations. His current research focuses on the international economic aspects of protecting IPRs.



Professor Shamnad Basheer, Honorary Research Chair Professor of IP Law, Nirma University, and Visiting Professor of Law, National Law School, Bangalore, India

Founder of the popular Indian IP blog SpicyIP, Shamnad Basheer was named one of the top 50 IP international personalities of 2014-15 by the information provider Managing Intellectual Property. Apart from SpicyIP, he has also launched several other initiatives including a project to train underprivileged students for admission to the leading law school, IDIA – Increasing Diversity by Increasing Access, and a synergistic collaboration between legal academia and the legal profession to promote public interest goals, P-PIL.

Professor Basheer has worked both as a lawyer and as an academic. He led the telecommunication and technology practice at Anand & Anand IP law firm and also served for two years as an expert on the IP global advisory council (GAC) of the World Economic Forum (WEF). He has held several academic positions related to IP law and has written extensively on Indian patent law. He has also engaged with the courts routinely on public interest issues, presenting arguments before the Supreme Court of India in the Novartis patent dispute in his capacity as academic intervenor-amicus. In 2015, he was awarded the Infosys Prize in the Humanities category for his various contributions to IP law and to legal education.

Theme 2: Economic Development and the Role of IP

Under this theme, the panelists will consider how the IP system can be used to foster progress and development. They will examine how SMEs can benefit from the strategic exploitation of IP and the impact of the enabling environment on enterprise growth; how IP can play a role in supporting innovation and creativity, encouraging effective technology transfer and stimulating competition; how countries can benefit from flexibilities in the global IP system; and how IP contributes to their national economies.



**Dr. Henning Grosse Ruse-Khan,
Lecturer in Intellectual Property
Law, University of Cambridge,
United Kingdom**

Henning Grosse Ruse-Khan is a University Lecturer in Intellectual Property Law at the University of Cambridge, a Fellow of King's College and a Fellow of the Lauterpacht Centre for International Law and the Centre for Intellectual Property and Information Law. He also lectures at the Max Planck Institute for Intellectual Property and Competition Law in Munich, the Centre for International Sustainable Development Law at McGill University, Montreal, and the Centre for International Intellectual Property Studies (CEIPI) in Strasbourg. Formerly a legal expert on IP and development for the World Intellectual Property Organization, Dr. Grosse Ruse-Khan currently advises international and non-governmental organizations as well as governments of both developed and developing countries on IP, world trade and investment law issues.



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

Carlos Maria Correa has served as a consultant to various regional and international organizations as well as advising several governments on IP, innovation policy and public health. He was a member of the UK Commission on Intellectual Property, the World Health Assembly's Commission on Intellectual Property, Innovation and Public Health and the Food and Agriculture Organization's Panel of Eminent Experts on Ethics in Food and Agriculture. Mr. Correa is a visiting professor in postgraduate courses of several universities and the author of numerous publications.



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

Ivan Bliznets is the Head of the Chair of Copyright and Related Rights at the Russian State Academy of Intellectual Property and also a lecturer on civil legislation, copyright and related rights. He has held several important positions within Russian public institutions, including Head of the Legal Department of the Ministry of Press of the Russian Federation, Vice-Chair of the Russian Authors' Society and Legal Advisor to the Office of Assistants of the President of the Russian Federation. In the IP field, he acted as Deputy Director General of the Russian Agency for Patents and Trademarks for four years before being appointed to his current position. Furthermore, he is the Head of the Committee on IP in the Chamber of Commerce and Industry of the Russian Federation, a member of the Russian Union of Journalists and has written a large number of publications dealing with civil legislation and intellectual property.

Theme 3: Cultural Development and the Role of IP

Under this theme, panelists will share their perspectives on the policy frameworks and other elements that are needed to ensure that the IP system can play an effective role in cultural development, helping countries to protect and preserve their culture and derive economic benefits.



Ms. Irini Stamatoudi, General Director, Hellenic Copyright Organization, Athens, Greece

Irini Stamatoudi is the General Director of the Hellenic Copyright Organization under the ambit of the Hellenic Ministry of Culture and Sports. A lawyer by training, she holds a degree from the University of Athens (Ptychio Nomikis) and an LLM and PhD from the University of Leicester, United Kingdom. She worked as a lecturer at the University of Leicester until 2001 when she returned to Greece. Since then she has delivered lectures on various academic courses in Europe and has published an extensive series of books and academic articles on copyright and cultural heritage law. She was appointed by Greece as President of the EU Council IP (Copyright) Working Group during the Greek Presidency of the EU.



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

A former Assistant Director General of the World Intellectual Property Organization (WIPO) in charge of copyright and related rights, Mihály Ficsor has held several important positions throughout his career, including Director General of the Hungarian Authors' Society (ARTISJUS) (1977–1985) and Vice Chairman of the Executive Bureau of the International Confederation of Societies of Authors and Composers (CISAC).

Mr. Ficsor played a crucial role in the preparation, negotiation and adoption of the so-called “Internet treaties”, the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT).

At present, Mr. Ficsor is Member of the Board and Honorary President of the Hungarian Copyright Experts Council, Honorary Chairman of the Hungarian Copyright Association, a member of the Executive Committee of the International Intellectual Property Association (ALAI) and Chairman of the Central and Eastern European Copyright Alliance (CEECA) with permanent observer status at WIPO.

Mr. Ficsor holds a doctoral degree in Law and Political Sciences from the Law Faculty of the Eötvös Lóránd

University of Budapest and has written numerous articles and books on IP issues.

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

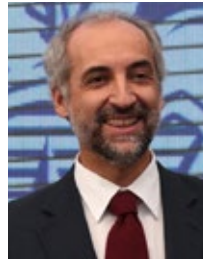
Under this theme, the panelists will share successful practices in the strategic management of copyright and related rights as well as industrial property rights in order to help inform the design of a dynamic IP system.



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

Andrew Christie was appointed the foundation Chair of Intellectual Property at Melbourne Law School, University of Melbourne, in 2002. He has degrees in Science and in Law from the University of Melbourne, an LL.M. from the University of London and a PhD from the University of Cambridge. From 2002 to 2008, he was the founding Director of the Intellectual Property Research Institute of Australia (IPRIA), a national center for multidisciplinary research on IP. Admitted to le-

gal practice in Australia and the United Kingdom, he worked for many years in the IP departments of law firms in Melbourne and London. He is a former Fulbright Senior Scholar and has held appointments at the University of Cambridge, Duke University, the National University of Singapore and the University of Toronto.



Mr. Maximiliano Santa Cruz, Director, Chile's National Institute of Industrial Property (INAPI), Santiago de Chile, Chile

A lawyer and former diplomat, Maximiliano Santa Cruz has turned INAPI into a reference institution in Latin America, with a special focus on technology transfer and innovation. Since 2014, INAPI has been working as one of the 20 International Searching Authorities (ISA) and International Preliminary Examining Authorities (IPEA) within the Patent Cooperation Treaty (PCT) system, the only such Authority in America working in Spanish.

Prior to becoming head of INAPI, Mr. Santa Cruz served as a diplomat at the Mission of Chile to the World Trade Organization (WTO) and WIPO (2005–2009) and at the Chilean Ministry of Foreign Affairs, where he was a negotiator for IP issues in the free trade agreements

(FTAs) with the European Union (EU), the United States of America, South Korea and the European Free Trade Area (EFTA) among others. He served two terms as Chair of WIPO's Standing Committee on the Law of Patents, and currently chairs the Expert Advisory Group of the Medicines Patent Pool.



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

Deputy Director General of the National Center of IP of Belarus since 2015, Anzhela Plionkina has over 15 years of experience in IP-related subjects. In her current role, she is responsible for policy making in the sphere of intellectual property; drafting, amending and advising on national intellectual property legislation; coordinating work on implementation and accession to international treaties and agreements; and supervising patent litigation processes.

Ms. Plionkina participated in the Diplomatic Conference for the Adoption of the Revised Trade Mark Law Treaty held in Singapore as well as sessions of Standing Committees of WIPO.

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

Under this theme, representatives of different intergovernmental organizations (IGOs), non-governmental organizations (NGOs) and industries will explain their role in global cooperation for IP and development and present the benefits of an effective IP system for economic growth.



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

Yi Xiaozhun has been a Deputy Director-General at the World Trade Organization since October 2013.

Mr. Yi has extensive experience in world trade and economics, both as a senior government official and subsequently as China's ambassador to the WTO. He represented China as a key negotiator in its WTO accession process, making an important contribution to the negotiations.

Prior to becoming China's ambassador to the WTO in 2011, Mr. Yi was Assistant Minister and subsequently China's Vice Minister of Commerce in charge of multilateral and regional trade

negotiations and cooperation. Besides his contribution to China's WTO accession, he played a leading role in negotiating numerous free trade agreements (FTAs), including the China–ASEAN agreement, China's first FTA.

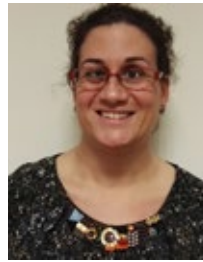


Mr. Joakim Reiter, Deputy Secretary-General, United Nations Conference on Trade and Development (UNCTAD), Geneva, Switzerland

Joakim Reiter took up the position of Deputy Secretary-General on April 1, 2015. He has extensive experience of trade negotiations and wide-ranging expertise in trade and development and in dealing with multilateral organizations. Immediately prior to joining UNCTAD, Mr. Reiter was the Deputy Director General at the Ministry of Foreign Affairs of Sweden, heading the Department for International Trade Policy. From 2011 to 2014, he held the position of Ambassador and Permanent Representative of Sweden to the WTO in Switzerland. He was Minister Counsellor and Head of the Trade Section at the Representation of Sweden to the EU in Belgium and served at the EU Directorate General for Trade in the European Commission, where he was involved in a number of multilateral, regional

and bilateral negotiations with countries at different levels of development. Prior to that, Mr. Reiter held various positions within the Swedish National Board of Trade, the Ministry of Foreign Affairs and the Ministry of Industry.

He has authored academic articles as well as a book on trade, investment and financial issues.



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

Barbara Martin Muñoz has worked in the international department of ONCE (*Organización Nacional de Ciegos Españoles*) since 2007. She plays an active role with European institutions in Brussels, monitoring activities and implementation of rules for people with disabilities in general, and the blind and partially sighted in particular, such as the Marrakesh Treaty and the Convention on the Rights of Persons with Disabilities (CRPD), among others. She participated in e-Inclusion Ministerial Summits in Lisbon and Vienna and in seminars related to employment and new technologies. She has been the World Blind Union's (WBU) Liaison Representative

with the International Standardization Organization (ISO) since 2010, and in the European Blind Union (EBU) she provides intelligence and produces the quarterly *EBU Bulletin* on actions carried out within the framework of the European institutions. Since October 2015 she has been the Second Vice-President of the EBU.



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

Prior to joining the Medicines Patent Pool (MPP) in January 2013, Greg Perry served as the Founding Director and later Director General of the European Generic Medicines Association. Previously, he worked as an EU policy advisor to corporate organizations and NGOs. Mr. Perry is a member of the Standing Advisory Committee before the European Patent Office (EPO). In 2004, he was awarded the Golden Cross of Merit of the Republic of Poland for his contribution to industry and European integration, one of only a handful of non-Polish nationals to be honored with this distinction. Under his direction, the MPP has launched new licensing agreements to improve access to HIV treatment in developing countries and recently announced the expansion of

its mandate to tuberculosis and Hepatitis C medicines.



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

Sherry Knowles is an intellectual property attorney with more than 25 years' experience in global corporate and private practice. *Managing IP Magazine* singled her out as one of the most influential people in IP, calling her a "Patent Owner's Advocate". In 2011 she became the Principal of Knowles Intellectual Property Strategies, LLC, a legal and consulting firm focused on providing global guidance on complex IP matters, obtaining and protecting the full value of innovation, investor support and monetization of assets.

Ms. Knowles is a frequent speaker on legal and policy issues relating to intellectual property, particularly in the pharmaceutical and biotechnology sectors. A former Senior Vice President and Chief Patent Counsel at GlaxoSmithKline, she created and defended the patent right in one of the most active drugs for HIV, Emtricitabine. Over the years, she has been very active in IP matters in developing countries, including chair-

ing a World Bank conference on “The Role of IP in Development” in 2010.

Theme 6: IP for Development: Current Challenges and Future Perspectives

This final panel discussion brings together all our speakers to address the challenges and future perspectives of IP for Development.