

Concept Note Value Project Event

Title	Roundtable on the Report Voluntary Licensing: Right for Health, Smart for Business 'How voluntary licensing advances global health while being economically viable for biopharmaceutical companies.'
Hosts	WIPO with MPP
When	Wednesday 29 May 2024 – During the World Health Assembly 13.00-14.00 – Light standing lunch 14.00-15.30 – Roundtable discussion
Where	WIPO Room: New Building (NB) 0.107 Address: WIPO 34, chemin des Colombettes CH-1211 Geneva 20 Instructions: In-person participants are required to pick up access badges at WIPO's access center in the main building. Please allow extra time and bring a valid form of identification.
Who	80 people in person And others online

The Medicines Patent Pool (MPP) partnered with the Boston Consulting Group (BCG) to conduct **quantitative and qualitative analyses**, aimed at demonstrating the value of voluntary licensing for industry with the support of the Canadian government and World Intellectual Property Organization Today, equitable access is a widely accepted goal of the global health community, but we are still far from achieving it. Non-exclusive public health licensing, despite its success in certain therapeutic areas such as HIV, has been hugely underutilized and biopharmaceutical companies, as innovators and producers of life-saving medicines and vaccines, hold one of the keys to advancing global health equity. The intent of this report is to demonstrate that voluntary licensing can provide the pharmaceutical industry with some commercial returns and access to new markets with little investment and risk.

Join us for a roundtable discussion on the report 'Voluntary Licensing: Right for Health, Smart for Business' hosted by WIPO and MPP on Wednesday, 29 May, 2024, during the World Health Assembly. The event will explore how voluntary licensing advances global health while being economically viable for biopharmaceutical companies. The event can be attended in person or online.

Draft Agenda		
13.00-14.00	Registration and light lunch	WIPO
14.00-14.05	Welcome	Amy Dieterich Director of the Global Challenges Division WIPO
14.05 14.10	Introductory remarks	Antony Taubman Director Intellectual Property Division, WTO
14.10-14.30	Presentation: Right for health, smart for business – highlights from the value report.	Sandra Nobre Business Development, Executive Leadership Team Medicines Patent Pool
14.30-15.25	Roundtable discussion: 1. James Anderson, Director Global Health, IFPMA 2. Dr Susana Almeida, Secretary General, IGBA 3. Takanori Sato, Chair, Global Health Sub-Committee, JPMA (Online) 4. Lizzie Wilson, Senior IP Attache, UK Mission to the UN and WTO 5. Dr Cary Adams, CEO UICC 6. Marumo Nkomo, Deputy Permanent Representative, South African Mission to WTO	Moderators: Meghmala Das Business Development Alliance Manager MPP Siddhartha Prakash Head, Global Health WIPO
15:25- 15:40	Q & A	
15:40-15:45	Closing remarks	Sandra Nobre Business Development, Executive Leadership Team Medicines Patent Pool