



ONLINE

WIPO/WEBINAR/EON/2022/3/PROV.1
ORIGINAL: ENGLISH
DATE: SEPTEMBER 19, 2022

**Webinar Series under the Entrepreneurs Online Network (EON)
Initiative –**

**Session 3: Technologies and Innovative Solutions for Traceability
Systems: Enhancing Business Opportunities through IP**

organized by
the World Intellectual Property Organization (WIPO)

October 21, 2022

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, October 21, 2022

09.00 – 09.05 Opening remarks by:

A representative from WIPO (TBD)

09.05 – 09.45 **Session 3**

Technologies and Innovative Solutions for Traceability Systems: Enhancing Business Opportunities through IP

Moderator: Mr. Enrico Mariano, Deputy Chief of Staff
Office of the Secretary, Department of Trade and Industry (DTI), Manila, Philippines

Perspectives from industry (35 minutes):

- *Various technologies and innovative solutions used to track raw materials, semi-products and products in food supply chains*
- *Technology-enabled end-to-end traceability in food value chains*
- *Mining and exploiting patents and innovative solutions for start-ups and business collaboration*

Panelists: Panelist No. 1 (TBC)
CEBSMC:

- Representative of TE-FOOD International (Hungary) (TBC)

Panelist No. 2 (TBC)

- Mr. Chris Addison, Digital Strategy Consultant, Food and Agriculture Organization (FAO) (TBC) OR

Ms. Wei-Li Woo, Lead, Innovation, Grow Asia (TBC)

Business tip from intellectual property (IP) angle (5 minutes) – Recorded presentation:

- *Joining forces: IP considerations in licensing and joint development*

Speaker: Ms. Margherita Marini, IP Commercialization Specialist, IP Commercialization Section, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO

09.45 – 10.00 **Questions & Answers Session:**

Moderator: Ms. Margherita Marini

10.00 – 10.15

**Wrap-Up
Session:**

Relevant national IP initiatives and programs to support SMEs in agrofood sector

Perspectives from intellectual property (IP) offices (5 minutes each):

Speakers: A representative from an national IP office in Asia and the Pacific region (TBC)

A representative from a national IP office in CEBS region (TBC)

Closing remarks (5 minutes)

Representatives from the Division for Asia and the Pacific and/or the Section for Central European, Baltic States and Mediterranean Countries, WIPO

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