



LAUNCH

WIPO/WITT/GE/25/2
ORIGINAL: ENGLISH
DATE: FEBRUARY 6, 2025

**Launch of the WIPO Technology Trends report on the
Future of Transportation**

organized by
the World Intellectual Property Organization (WIPO)

Geneva, Switzerland, February 6, 2025

PROGRAM

prepared by the International Bureau of WIPO

All session times are indicated according to the local time zone in Geneva (CET).

10:00	Arrival and coffee
10:00 onwards	Visit the WIPO Future of Transportation exhibition “ <i>Imagining tomorrow, today</i> ” (<i>in-person on-site only</i>)
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11:00	(<i>Hybrid</i>) Launch of the WIPO Technology Trends report on the Future of Transportation
11:00 – 11:10	Opening remarks Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO)
11:10 – 11:40	Keynote on “<i>Transportation Futures – looking to 2035 and beyond</i>” Mr. Nikolas Badminton, Chief Futurist at futurist.com, Toronto, Canada <i>The world of transportation seems to be moving faster than ever. Or are we influenced by external narratives fueled by hype that steer our strategic thinking towards automation through AI, multi-modal shifts, and rethinking our urban environments?</i> <i>WIPO’s ‘Future of Transportation’ report is a reality check and helps unveil tomorrow’s journeys to see new opportunities and challenges with open eyes and anticipate transformation of transportation and the wider world of logistics.</i> <i>Nikolas will teach you how to think like a futurist, supercharge your thinking by exploring signals and trends, and see new possibilities by shifting your mindsets from what is to WHAT IF...</i>
11:40 – 12:00	Presentation of the WIPO Technology Trends report 2025 on the Future of Transportation Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), WIPO Mr. Christopher Harrison, Patent Analytics Manager, IP Analytics Section, Technology and Innovation Support Division (TISD), IP for Innovators Department (IPID), IES, WIPO Mrs. Lakshmi Supriya, Patent Analytics Officer, IP Analytics Section, TISD, IPID, IES, WIPO Mr. Ekrem Çakay, Patent Analyst, IP Analytics Section, TISD, IPID, IES, WIPO

12:00 – 12:40

Panel on “*Innovation in transportation technologies*”

Panelists:

Mr. Mohamed Mezghani, Secretary General, International Association of Public Transport (UITP), Brussels, Belgium

Dr. Dilum Dissanayake, Associate Professor in Transportation Planning, University of Birmingham, United Kingdom

Ms. Agata Rzędowska, New Mobility Journalist, Warsaw, Poland

Captain Gome Kumwenda, Director, Onpoint Aviation Solutions, Malawi
(*remote*)

Moderator:

Mr. Marco M. Alemán, Assistant Director General, IES, WIPO

12:40 – 12:45

A message from Space

Mr. Alexey Ovchinin, Mr. Ivan Vagner, Mr. Alexander Gorbunov, Russian Federation, International Space Station

Closing remarks

Mr. Andrew Czajkowski, Director, TISD, IPID, IES, WIPO

12:45 – 14:00

Networking lunch and visit the WIPO Future of Transportation exhibition
“Imagining tomorrow, today” (in-person on-site only)

14:00 – 15:00

(*Hybrid*) Screening of the short film *“Swiss Museum of Transport: Mobility Vision 2050”* followed by a panel discussion and audience Q&A session

Panelists:

Mr. Nikolas Badminton, Chief Futurist at futurist.com, Toronto, Canada

Ms. Tiphaine Deheunynck, CEO, Kiwee Mobility, Lyon, France

Mr. Martin Ettlinger, Board Member, Verkehrshaus (Swiss Museum of Transport), Lucerne, Switzerland

Mr. Michael Maas, CEO, Zimi, Stellenbosch, South Africa (*remote*)

Moderator:

Mr. Christopher Harrison, Patent Analytics Manager, IP Analytics Section, TISD, IPID, IES, WIPO

15:00 – 16:00	Coffee and visit the WIPO Future of Transportation exhibition “ <i>Imagining tomorrow, today</i> ” (in-person on-site only)	
16:00	Close	[End of document]