



PROGRAM

**WIPR/GE/22/1 PROV.
ORIGINAL: EN
DATE: MARCH 30, 2022**

Launch of the World Intellectual Property Report 2022

organized by
the World Intellectual Property Organization (WIPO)

Geneva, April 7, 2022 – from 1 p.m. to 3 p.m.

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Provisional Agenda (Format: Hybrid)

13.00 – 13.10 **Opening remarks**

Speaker: Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (WIPO), Geneva

13.10 – to 13.30 **Presentation of the World Intellectual Property Report 2022**

Innovation Economy Section Team, IES, WIPO, Geneva

13.30 – 14.30 **Panel on “Are we at a crossroads of major changes in the direction of innovation?”**

Moderator: Mr. Carsten Fink, Chief-Economist, DEDA, WIPO, Geneva

Keynote Panelists:

Mr. Victor Aguilar, Chief Research, Development and Innovation Officer, P&G, United States of America (U.S.)

Dr. Xiaolan Fu, Professor of Technology and International Development, Founding Director of Technology and Management Centre for Development, University of Oxford, United Kingdom

Mr. David J. Kappos, Partner at Cravath, Swaine & Moore, former Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO), U.S.

Dr. Caroline Ylitalo, Division Scientist, 3M Company, U.S.

14.30 – 14.50 **Discussion**

Open Floor and Virtual Moderated Questions

14.50 – 15.00 **Final remarks**

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