

You are invited to the launch by the  
World Intellectual Property Organization (WIPO) of the

# World Intellectual Property Report 2017

Intangible Capital in Global Value Chains

Followed by a panel discussion on  
**The Future of Global Value Chains**



**Monday,  
November 20, 2017,  
at 15h00**  
WIPO (New  
Conference Hall),  
34, Chemin des  
Colombettes, Geneva

What is intangible capital worth, and what role does it play in global value chains? What types of intangibles are most valuable at different production stages and for different consumer products? How do companies manage their intangible assets in global value chains, and what role does intellectual property (IP) play in generating a return on those assets?

WIPO's *World Intellectual Property Report 2017* offers a perspective on these questions. It presents original estimates of the returns accruing to intangible capital in the production of manufactured goods produced and sold around the globe, and also explores the role of intangible capital more concretely in the supply chains for three specific products – coffee, photovoltaics and smartphones.

## Program

**15h00 to 15h10**

### Opening remarks

*Francis Gurry*, Director General, WIPO

**15h10 to 15h40**

### Presentation of the World Intellectual Property Report 2017

*Carsten Fink*, Chief Economist, WIPO

**15h40 to 16h40**

### Panel Discussion – The Future of Global Value Chains

*Chad Bown*, Senior Fellow, Peterson Institute for International Economics  
*Soumaya Keynes*, Economics and Trade Correspondent, *The Economist*  
*Philippe Lucet*, Vice-President and General Counsel R&D and IP, Nestlé

**16h40 to 17h00**

### Open discussion

**17h00**

### Reception

**Register now**





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

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 a wide range of countries. He is 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*.



**Carsten Fink** is WIPO's Chief Economist. Before joining WIPO, he was Professor of International Economics at the University of St. Gallen and

a Visiting Professor at Sciences Po in Paris. Prior to his academic appointments, Mr. Fink worked for more than 10 years at the World Bank. Among other positions, he was a Senior Trade Economist in the World Bank Institute and a Trade Economist in the World Bank's research department in Washington, DC. Mr. Fink's research work has been published in numerous academic journal articles and books.



**Chad P. Bown** is a senior fellow at the Peterson Institute for International Economics in Washington and research fellow at the Center for Economic

Policy Research in London. His books include *Self-Enforcing Trade: Developing Countries and WTO Dispute Settlement* (Brookings Press) and *Economics and Policy in the Age of Trump* (CEPR Press). Bown previously served as senior economist for international trade and investment

in the White House on the Council of Economic Advisers and most recently as a lead economist at the World Bank, conducting research and advising developing country governments on international trade policy. Bown was a tenured professor of economics at Brandeis University, where he held a joint appointment in the Department of Economics and the International Business School. He has also spent a year in residence as a visiting scholar in economic research at the World Trade Organization Secretariat in Geneva. He holds a PhD in economics from the University of Wisconsin.



**Soumaya Keynes** is the economics and trade correspondent of *The Economist* and co-host of the weekly podcast *Trade Talks*, which explains the economics of

trade policy. At *The Economist* she covers topics including Donald Trump's trade policy, women and work, and public policy. She worked at the Institute for Fiscal Studies for three years before joining *The Economist*, where she specialized in pensions and public finances.



**Philippe Lucet** is Vice-President and General Counsel R&D and IP for Nestlé, responsible for legal matters relating to Patents, Trademarks, Designs and Legal

R&D. Prior to joining Nestlé, he was Lead Counsel at a global luxury group, and an attorney-at-law in private practice in Paris and New York, specializing in corporate, innovation, TMT and digital/e-Commerce. He is also a Board member of NetComm Suisse, the Swiss e-Commerce association. He is a graduate of Sciences Po Paris, Columbia University and Stanford University.