

The Use of IP by SMEs

On the occasion of the 64th Series of Meetings of the Assemblies of the Member States of the World Intellectual Property Organization (WIPO), WIPO Secretariat is pleased to invite you to a hybrid event:

Panel discussion on the use of intellectual property (IP) by small and medium enterprises (SMEs): current analysis by IP offices

IP offices will share their experiences in conducting studies in SME filing behavior and the role of IP in business strategies.

With interventions from:

- Mr. Konstantinos Georgaras, Chief Executive Officer, Canadian Intellectual Property Office
- Ms. María Loreto Bresky, Director General, National Institute of Industrial Property of Chile
- Adv. Jacqueline Bracha, Deputy Director, Intellectual Property Adjudicator, Israel Patent Office
- Dr. Bernard Ong, Group Director, Policy and Engagement Cluster, Intellectual Property Office of Singapore
- Mr. Matthew Forno, Assistant General Manager, Policy & Stakeholders Group, IP Australia
- Ms. Ingrid Buffolo, Director, Customer Department, EUIPO
- Mr. Carsten Fink, Chief Economist, WIPO
- Mr. Habip Asan, Director, Division for Transition and Developed Countries, WIPO
- Mr. Guy Pessach, Director, IP for Business Division, WIPO

Monday, July 10, 2023

4.30 p.m.

WIPO Conference Hall

WIPO Headquarters, Geneva

Interpretation will be provided in all UN languages.

Please use the Assemblies' [Zoom link](#) or [follow the webcast](#).

