

# WIPO Guide on Trade Secrets and Innovation

On the occasion of the Sixty-Fifth 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:

## Launch of the WIPO Guide on Trade Secrets and Innovation

Legal protection of trade secrets is one of the critical tools for innovators both in technology and in business to safeguard their valuable confidential information and maintain a competitive edge.

The WIPO Guide on Trade Secrets and Innovation responds to the heightened global interest in the role of trade secret protection in knowledge creation and dissemination in an increasingly interconnected marketplace. Covering strategic, legal, and practical aspects of the use of trade secrets in the modern innovation ecosystem, the Guide is addressed to policy makers, business executives, IP professionals, technology transfer officers and companies of all sizes in all sectors.

**Monday, July 15**  
**From 1.30 p.m. to 2.50 p.m.**  
**Main Building, Room A**  
**WIPO Headquarters, Geneva**

A light lunch will be offered to participants from 1.00 p.m. to 1.30 p.m. outside Room A.

Interpretation in English/French/Spanish will be available.

Remote participants will receive a Zoom link by email.



## Welcome Remarks

**Lisa Jorgenson**, Deputy Director General, WIPO

## Introductory Remarks

**Hyunsoo Park**, Director, Trade & Cooperation Division, Korean Intellectual Property Office (KIPO)

## Presentation of the WIPO Guide on Trade Secrets and Innovation WIPO Secretariat

## Roundtable on Trade Secrets for Supporting Innovation and Knowledge Sharing

Moderator:

**Jacques de Werra**, Professor, Faculty of Law, University of Geneva, Switzerland

Panelists:

**Caterina Strippoli**, Vice Chair, Intellectual Property Commission, International Chamber of Commerce (ICC), France

**Javier Bilbao de Mendozabal**, Director, Global Director of Product Management Electrification, CTS Corporation, Switzerland

**Madelein Kleyn**, CEO & Founder of Mad K IP Consulting, Chief IP and Legal Officer, Omnisient (Pty) Ltd. and Head of Patent and Design, LLM IP, Anton Mostert Chair of Intellectual Property, Stellenbosch University, South Africa

**James Pooley**, Attorney, California, United States of America

**Elisabeth Kasznar Fekete**, Senior Partner, Kasznar Leonardos, São Paulo, Brazil

## Closing Remarks