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## WORKSHOP

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**ORIGINAL: ENGLISH**  
**DATE: MARCH 16, 2023**

# **Exploring the Future of Innovation-driven Growth and the Role of Intellectual Property: *European Industry Experiences***

organized by  
the World Intellectual Property Organization (WIPO)

and  
BusinessEurope

**April 5, 2023 (all times in CET, Geneva time)**

DRAFT PROGRAM

*prepared by the International Bureau of WIPO*

April 5, 2023 (times are in CET, Geneva time) ONLINE ([click here to register](#))

15.00 – 15.15    **Opening remarks**

Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), WIPO, Geneva

Ms. Kerstin Jorna, Director General, Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels

Mr. Alexander Affre, Deputy Director General, BusinessEurope, Brussels

15.15 – 15.30    **GII 2022: [What is the Future of Innovation-Driven Growth and what are possible upcoming innovation waves?](#)**

Mr. Klaas de Vries, Senior Economist, The Conference Board, New York

Mr. Sacha Wunsch-Vincent, Head, Section, Department for Economics and Data Analytics (DEDA), IES, WIPO, Geneva

15.30 – 16.15    **Panel 1 – The next Digital Age Innovation Wave and the role of IP**

Chair: Ms. Lisa Jorgenson, Deputy Director General, Patents and Technology Sector, WIPO, Geneva

Mr. Naoise Gaffney, Vice President of IP, GH Research; and Chair of the Corporate IP Group, Irish Business and Employers Confederation, Dublin

Ms. Claudia Pappas, Head of IP Team Trademarks, ThyssenKrupp, Essen

Mr. Per Wendin, Head of Patents and IP, Spotify, Stockholm

16.30 – 17.15    **Panel 2 – The next Deep Science Innovation Wave and the role of IP – Life sciences, Mobility, Agri-food and Energy/Cleantech**

Chair: Mr. Thierry Sueur, Chair of Patents Working Group, BusinessEurope, former Vice President of IP at Air Liquide, Brussels/Paris

Ms. Karolina Rondahl, Policy Manager and Legal Affairs, Lif (the Swedish Trade Association of the Pharmaceutical Industry), Stockholm

Mr. Peter Thomsen, Senior Patent Counsel IP Policy and Litigation, Novartis; and Chair of Economiesuisse IP Group, Basel

Ms. Bettina Wanner, Head, IP Advocacy and Strategy, Bayer Intellectual Property GmbH, Monheim

17.15 – 17.30    **Wrap-up and conclusion**

Ms. Martina Eberle, Vice President Global IP, BASF SE; and Chair of BusinessEurope Trademarks and Designs Working Group, Ludwigshafen

Mr. Carsten Fink, Chief Economist, DEDA, IES, WIPO, Geneva

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### Background:

The [Global Innovation Index 2022](#) (GII) takes the pulse of global innovation trends in the context of an ongoing COVID-19 pandemic, war and global supply chain and energy disruptions.

Under the title “What is the future of innovation-driven growth: productivity stagnation or revival?”, the [thematic focus of this GII 2022](#) assesses the predicted effect of innovation on productivity, economic growth and the well-being of society over the coming decades.

Since the 1990s there has been an unprecedented investment in innovation. One would have expected this investment to have borne fruit in terms of higher living standards.

Yet, despite this massive growth in innovation investments, recent technological developments are still to generate the type of sustained productivity spurt seen in previous industrial revolutions. The question asked is:

- Will we continue the current period of stagnation and low productivity growth?
- Or are we on the cusp of a new era with new innovation waves reigniting the contribution of innovation to economic and productivity growth?

Taking the view of the optimists, the [GII 2022](#) puts its hopes in two novel innovation waves:

- an upcoming **Digital Age innovation wave** built on supercomputing, artificial intelligence and automation that is on the verge of making ample productivity impacts across all sectors and helping to achieve scientific breakthroughs in basic sciences of all fields; and
- a **Deep Science innovation wave** built on breakthroughs in bio-, nanotechnologies, new materials and other sciences that is revolutionizing innovations in four key fields: health, food, environment, and mobility.

This workshop considers the role of intellectual property (IP) in liberating these waves:

- What is the role of IP in unleashing the Digital Age and the Deep Science wave: “business as usual” or something novel?
- What are the ramifications of these novel innovation waves on the use and impact of IP?
- What relationship exist between innovation-related growth, IP, and global challenges?

This event follows up on a [similar meeting with U.S. industry](#) held on January 18, 2023, and we plan to have more on the same topic with corporations in different world regions.