

## Speaker Profile<sup>1</sup>

### Moderator



**Ayako Sakurada**  
**Eco-Announcer®**

Since 1998, Ayako Sakurada has been on the frontline of climate change issues as a weather broadcaster on TV for 8 years and felt alarmed about the issues. Currently she works as an eco-announcer supporting ecology and economics for the sustainable society. She has participated in NPO/NGO activities related to climate change, sustainability, SDGs, etc. Acknowledging that the activities of mankind living today impact the lives of future generations, she moderates and facilitates symposiums and other events related to climate crisis, SDGs, and other environmental issues, guest lectures at universities, and teaches courses for elementary school students to people in their 80s.

- She has a Master degree of Management, Completed first term of doctoral course in modern applied sciences Graduate School of Economics and Management, Tohoku University
- She is a Board Member, Kiko Network, Approved Specified Nonprofit Corporation
- She is a Communicator and SDGs for school Certified Educator, General Incorporated Association Think the Earth
- She is a Member of the Steering Committee and Deputy Secretary General of Sustainability Forum Japan, Specified non-profit Corporation

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<sup>1</sup> Listed in order of presentation.

## Opening Remarks



**Tomoki Sawai**  
**Director, WIPO Japan Office**

Took the position of Director-General, Patent and Design Examination Department, Director-General, Patent Examination Department (Mechanical Technology), Director, Administrative Affairs Division, Director, International Affairs Division, Director, Information Technology Planning Office of the Japan Patent Office, Chief Representative, Washington Office, Institute of Intellectual Property (concurrent position of Director, Intellectual Property Department JETRO New York), the examiner, and Administrative Patent Judge. Assumed current position of Director, World Intellectual Property Organization Japan Office in 2019. During his service at the Japan Patent Office, he led the initiatives on the revisions of the Patent Law, the Design Law, examination processing measures and standards, and the international harmonization of the Patent systems. Under the current position, he focuses on raising awareness of the IP system and coordinate with the Japanese government, courts, industry, and universities.

## Sustainable Future



**José Graça Aranha**

**WIPO's Special Representative on the UN SDGs, WIPO**

José Graça Aranha is an Attorney-at-Law and a Professor of Law. He is currently the WIPO's Special Representative on the UN SDGs at the World Intellectual Property Organization (WIPO).

He holds a LL.B degree from the Cândido Mendes Law School, Rio de Janeiro, and a Master of Laws (LL.M degree) from the Franklin Pierce Law Center, University of New Hampshire, Concord-NH, USA.

He joined WIPO initially in May 1993 and worked in the Development Cooperation Sector and subsequently in the International Registrations Department.

In July 1999 he was appointed President of the National Institute of Industrial Property (INPI) in Brazil, in Rio de Janeiro.

He returned to WIPO in January 2004 as a Director, Information and Promotion Division and in 2006 he became the Senior Director of the International Registrations Department. In 2009 he established the WIPO Office in Brazil and became its Regional Director.

He is the author of a book on the Madrid Protocol on the International Registration of Marks and of several articles on matters related to intellectual property, public policies and foreign trade.

Before joining WIPO in 1993, he worked as an Attorney-at-Law in Rio de Janeiro, specialized in patents and trademarks, and as a Coordinator of Strategic Affairs, Ministry of Science and Technology, in Brasilia.

## Renewable energy market technology outlook



**Mark Cohen, Principal Consultant  
Energy Industrial and Chemical, Sagentia Innovation**

Mark is a Principal Consultant in Sagentia Innovation's Applied Science practice, with 30+ years' experience in the strategic management of technology, innovation and intellectual property. Mark works across multiple sectors including surgical, critical care, food and beverage and energy. Mark has been named as one of the world's top IP strategists in the IAM Strategy 300 from 2016 onwards.



**Michele Turitto, Managing Partner  
Energy Industrial and Chemical, Sagentia Innovation**

Michele is Managing Partner for Sagentia Innovation's Energy, Industrial and Chemical. He has over 20 years' experience in advising global organisations on maximising the value associated to innovative technologies and gain long term competitive advantage. Michele is geographically and culturally aware, having led projects in over 15 countries across Europe, Middle East, North America and Asia with proven ability to engage at all levels to embed step-change innovation.

## **WIPO GREEN at a Ten Year Milestone**



**Rishab Raturi**

**WIPO/Associate Programme Officer, Global Challenges Division, Global Challenges and Partnerships Sector, WIPO**

Rishab Raturi is an Associate Program Officer at the Global Challenges Division at WIPO where he works on communicating climate change, food security and global health related issues with a focus on innovation. Prior to this, he was a lawyer at the WTO, and serviced the trade and sustainability negotiations. He was also expert on e-commerce and digital economy at the UN agency for trade and development. In the past, he has worked in management consulting and academia.

## Hydrogen Energy for Carbon-Neutral Society



**Kazunari Sasaki**

**Senior Vice President, Distinguished Professor, Kyushu University**

Dr. Kazunari Sasaki was born in 1965. He graduated Tokyo Institute of Technology for bachelor and master degrees. He then joined Swiss Federal Institute of Technology (ETH-Zürich), Switzerland, and received a Ph.D degree in 1993. After spending 10 years in Europe, at ETH and Max-Planck-Institute for Solid State Research in Germany, he became an Associate Professor of Interdisciplinary Graduate School of Engineering Sciences, Kyushu University in 1999. He became a Professor of Faculty of Engineering in 2005. He has been appointed as a Distinguished Professor of Kyushu University in 2011 for his outstanding contributions as a professor. He is a Senior Vice President of Kyushu University since 2016, Director of the Next-Generation Fuel Cell Research Center since 2012, Director of the International Research Center for Hydrogen Energy since 2006, and WPI Principal Investigator of International Institute for Carbon-Neutral Energy Research since 2010. He is currently acting as a temporary member of Council for Science and Technology, Japanese Government, an associate member of Science Council of Japan, and a Vice President of Fukuoka Strategy Conference for Hydrogen Energy. Since 2022, he is the Chair of Hydrogen Energy Policy Sub-Committee and the Chair of Decarbonized Fuel Policy Sub-Committee in Japanese Government. His research areas are materials and process research on fuel cells and related electrochemical devices and systems. He is the leading researcher in hydrogen energy in Japan.

## Sustainable Investment



### **Shani Zanesco**

Climate tech Investor & Co-founder/Chair PLANETech

Shani Zanesco is an early-stage climate tech investor, a board Member, and advisor in multiple startups and ventures in the climate tech domain. Shani is also Co-founder & Chair of PLANETech - a non-profit organization sphere-heading the Israeli climate tech ecosystem by bringing together and empowering founders, startups, investors, corporates, governments, and academia to address climate change challenges with the best of technologies and through global collaborations.

She has a prior experience in foreign affairs and business development. She holds a Masters in Diplomacy and National Security from Tel Aviv University's Executives Program, and a Bachelor of Science in Communication and Business from Texas Christian University, United States.

Shani was also recognized as 'Forbes 30 under 30', and as '12 Most Influential Climate People in Israeli Tech'.



## Dialogue on IP-incorporating Corporate Strategy in decarbonisation efforts



**Masafumi Yamamoto**

**Executive Officer, Daikin Industries, Ltd.  
Responsible for Corporate Ethics, Compliance, Legal affairs, Intellectual Property and Information Security**

Educational background		Bachelor of Private Law Course, Faculty of Law, The University of Tokyo, (March 1981)
In-House Experience	<b>June 26, 2020</b>	<b>Executive Officer, Daikin Industries, Ltd. Responsible for Corporate Ethics, Compliance, Legal affairs, Intellectual Property and Information Security (incumbent)</b>
	June 28, 2018	Executive Officer, Daikin Industries, Ltd. Responsible for CSR, Global Environment, Corporate Ethics, Compliance, Legal affairs, Intellectual Property and Information Security
	June 29, 2016	Executive Officer, Daikin Industries, Ltd. Responsible for CSR, Global Environment, Corporate Ethics, Compliance, Legal Affairs and Intellectual Property
	June 26, 2015	Executive Officer, Daikin Industries, Ltd. Responsible for Corporate Ethics, Compliance, Legal Affairs and Intellectual Property
	September 1, 2014	Joined Daikin Industries, Ltd. General Manager of Legal, Compliance and Intellectual Property Center
External Career	April 2013	Director-General, Chubu Bureau of Economy, Trade and Industry
	June 2011	Director, Japan Finance Corporation
	July 2009	Director General, General Affairs Department, Japan Patent Office
	July 2008	Director-General, Hokkaido Bureau of Economy, Trade and Industry
	July 2007	Counselor, Intellectual Property Strategy Secretariat, Cabinet Secretariat
	June 2006	Director, General Affairs Division, Japan Patent Office
	June 2004	Director, Planning Division, Business Environment Department, Small and Medium Enterprise Agency
	August 1999	Counselor, Fourth Department, Cabinet Legislation Bureau
	June 1995	Director, Industrial Property System Revision Deliberation Office, Japan Patent Office
	April 1991	First Secretary, Embassy of Japan in Mexico, Ministry of Foreign Affairs
	April 1981	Ministry of International Trade and Industry