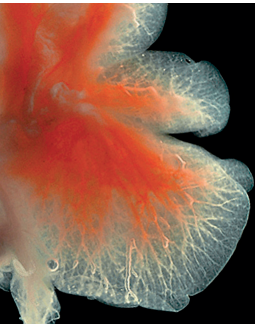

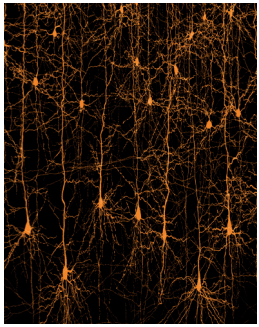


WIPO Forum 2013

From inspiration to innovation: The game-changers

September 24, 2013 – 3.30 p.m.
International Conference Center Geneva (CICG)
Geneva, Switzerland

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What would you change to ensure that future generations see widespread improvements in nutrition, in shelter, and in new therapies to heal troubled minds and bodies?

Important breakthroughs are already on our doorstep and the WIPO Forum 2013 is bringing together four visionary innovators, each disrupting current paradigms in a quest to improve some of the most basic elements of the human experience: food, shelter, and health. Their individual achievements are astonishing.

That they share so much in common is no less surprising. The work of each of these change-makers has challenged long-established industrial styles, methods or modes of thought, while opening up the possibility of new markets and new solutions—including some that may still lie beyond the limits of our imagination.

For forward-looking policy makers, here's the question: How do we foster a creative environment that promotes the kind of ground-breaking work done by the WIPO Forum 2013 panelists, while ensuring that the improvements lift up our entire communities? What do the innovators of the future need from us—now? The first step in finding the answer is asking the question.

Please join us for an interactive session on September 24 at the WIPO Forum 2013 on From inspiration to innovation: The game-changers and hear our panelists' stories.

Anthony Atala. For years, the needs of organ-transplant patients have far outstripped the number of donors. Could lives be saved if desperately needed organs were grown outside the human body? Anthony Atala, MD, is the Director of the Wake Forest Institute for Regenerative Medicine, and the W.H. Boyce Professor and Chair of the Department of Urology at Wake Forest Baptist Medical Center. A practicing surgeon and pioneering researcher in the area of regenerative medicine, Dr. Atala is currently focusing on growing new human cells, tissues and organs, including livers, kidneys, heart valves, bone and muscle. One strategy used by his team is 3D printing—a technology often referred to as "disruptive." This work could save lives and contribute to a greatly improved quality of life for patients while cutting medical expenses. Dr. Atala has been recognized for his outstanding contributions to science and the understanding of human disease, and his work is considered among the top medical breakthroughs of the last several years. He led a team that in 1999 implanted in a human being the first lab-grown organ, and currently oversees the work of some 300 physicians and researchers. He has published more than 400 journal articles and has applied for or received over 200 patents worldwide.

Photos:
Wake Forest Baptist Medical Center

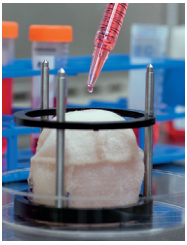


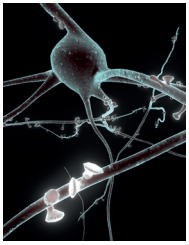
Photo: Technische Universität Berlin

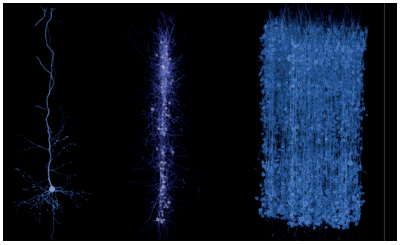
Diébédo Francis Kéré. The schoolhouse in his Burkina Faso birth town was insufferably hot, draining students' attention and weakening a basic pillar of human development. Could a new building be constructed to harness climactic conditions rather than battle them? Diébédo Francis Kéré is the founder of Kéré Architecture, based in Berlin, Germany, with an affiliate in Burkina Faso. Kéré studied architecture at the Technische Universität Berlin and has taught at Harvard University and Accademia di Architettura in Mendrisio, Switzerland. His first building, "Primary School in Gando," was finished in 2001 and received the Aga Khan Award for Architecture for its elegant architecture using basic, constructive instruments in a design that allowed for natural, cooling air flow, among other features. This creates a more comfortable building that enables students to concentrate better, contributing to an improvement in their educational advancement. Kéré's development of local materials and techniques, through the adaptation of new technology, unites modernity and tradition, providing economic and ecological building solutions for local situations in a global context. His work to promote sustainable and community driven architecture has been recognized with numerous awards.

Photos: Diébédo Francis Kéré

Photo: Erik-Jan Ouwerkerk

Henry Markram. The human brain is a vast unexplored territory. It is complex, highly energy-efficient and still relatively little understood. Modern supercomputing has made new avenues of inquiry possible, but could the technology sector itself benefit from a better understanding of the brain? Henry Markram began his research career in his native South Africa before moving to Israel to earn a PhD at the Weizmann Institute of Science. He was a Fulbright scholar at the US National Institutes of Health and a Minerva Fellow at the Max-Planck Institute for Medical Research in Heidelberg, Germany. Professor Markram is currently the Director of the Blue Brain Project at the École Polytechnique Fédérale de Lausanne (EPFL), Switzerland. He is also the coordinator of the Human Brain Project, a new research initiative which was recently chosen to be one of the European Commission's Future Emerging Technologies (FET) Flagships, with a grant of more than €1 billion over the next ten years. The Human Brain Project, which engages biologists, neurobiologists, biochemists, computer scientists and engineers in more than 80 institutions across Europe, aims to build a complete virtual brain, realistically simulating its systems of billions of neurons. Its goals: to provide a better understanding of how the mind works, discover new treatments for brain diseases, and inspire new computing technologies.





Photos: Blue Brain Project/EPFL

Gopalan Sunderraman. Across India, nearly one-third of all food spoils due to low rates of electricity provision that hinder refrigeration. Could there be another way of keeping food fresh for off-the-grid Indians? Gopalan Sunderraman is the Executive Vice President of Godrej & Boyce Manufacturing, a 100-year plus old manufacturing firm based in Mumbai, India. Mr. Sunderraman is the driving force behind the corporate initiative on Breakthrough Management and Disruptive Innovation in several businesses across Godrej and the intellectual father of the "ChotuKool" cooling system, a red 45-liter plastic container that can keep food cool for days using only a 12-volt battery. ChotuKool was awarded the 2012 Edison Award Gold prize for the Social Impact category. With its long-term vision of a more inclusive and greener India, Godrej has created products that are environmentally superior and address critical social issues including health, sanitation and disease prevention.

Photos: Sanjay Lonial

These four forward thinkers relentlessly and creatively pursue solutions that have helped attain advancements on issues that concern all of humanity. Daring to move beyond the status quo of established practices and markets, their work responds to the global challenges of today, while anticipating solutions for the needs of tomorrow.

Their innovations are producing results and processes that are both more sophisticated and more accessible, together fulfilling our best visions of society. When they succeed, these kinds of advancements can transform lives.

This is also about new processes, challenging us to rethink how we experience our world. Do we need to look beyond some of our time-tested problem-solving methods? How do we ensure that the power of the imagination is not only harnessed and rewarded, but disseminated for the benefit of society at large?

At the WIPO Forum 2013, it will be your turn to ask the questions.

Photo: Martin Lengemann

The WIPO Forum 2013 will be moderated by Inga Michler, an economist and journalist. Ms. Michler is a business reporter for Die Welt, whose reporting on economic trends, education and family issues has been featured on television news programs and in print. Ms. Michler earned her degree in journalism at the Cologne School of Journalism, and her PhD in economics from the University of Wuppertal.

Photos: Wake Forest Baptist Medical Center — Sanjay Lonial — Blue Brain Project/EPFL — Erik-Jan Ouwerkerk

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