



**Geneva and Online**

**Tuesday, November 21, 2023 (10:00–15:00 CEST)  
WIPO Conference Hall**

**Registration and Coffee Break (9:30–10:00)**

**Keynote Opening and Addresses (10:00–10:30)**

Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO) – via video intervention

Ms. Pamela Coke-Hamilton, Executive Director, International Trade Center, Geneva, Switzerland – on-site

**WIPO's Action Plan – Taking Stock (10:30–10:45)**

- Recap of WIPO's Action Plan
- Preliminary Findings from the Country Reports

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

Ms. Allison Mages, Head IP Commercialization Section (IPCS), IP for Innovators Department (IPID), IES, WIPO

Mr. Michael Kos, IP Finance and Valuation Specialist, IPCS, IPID, IES, WIPO

**Panel I: Perspectives on Best Practices to Support IP Finance (10:45–11:30)**

Moderator: Ms. Allison Mages, WIPO

Ms. Rena Lee, Chief Executive, Intellectual Property Office of Singapore, Singapore – on-site

Ms. Astrid Bartels, Head of Access to Finance Unit, Directorate-General Internal Market, Industry, Entrepreneurship and SMEs, European Commission, Brussels, Belgium

Ms. Nabila Aguele, former Special Adviser to the Ministry of Finance and Planning, Abuja, Nigeria – on-site

Mr. Roland Emmans, Head of Technology Sector & Growth Lending, HSBC London, United Kingdom – remote

**WIPO's Expert Consultative Group on Valuation of Intangible Assets (11:30–12:00)**

- Summary of Findings
- Presentation of Papers

Prof. Jonathan Haskel, Professor of Economics at Imperial College Business School, Imperial College London, United Kingdom – via video intervention

Prof. Nicolas Crouzet, Associate Professor of Finance, Northwestern University, Chicago, United States of America – via video intervention

Ms. Dulce María Miranda, Partner, Deloitte Legal, Madrid, Spain – via video intervention

Mr. Nick Talbot, Chief Executive Officer, International Valuation Standards Council, London, United Kingdom – via video intervention

Mr. Johannes Post, Global Head of Valuations, KPMG, Zurich, Switzerland – via video intervention

# Expanding Horizons on IP Finance and Valuation

## **Panel II: IP Finance on the Ground - Practical Perspectives from the Start-up Community (12:00–12:45)**

Moderator: Ms. Margherita Marini, IP Commercialization Specialist, IPCS, IPID  
Mr. Neil Bellamy, Head TMT & Services, Natwest, London, United Kingdom – on-site  
Mr. George Gachara, IFPC-UNESCO, Mastercard Foundation, Nairobi, Kenya – on-site  
Ms. Gabriela Contreras Aguilera, Luminova Pharma Group, Guatemala City, Guatemala – on-site  
Mr. Guy Pessach, Director, IPBD, IES, WIPO – on-site

### **Commentary from the Field**

Mr. Matúš Medvec, President, Industrial Property Office of the Slovak Republic, Banská Bystrica, Slovak Republic – on-site  
Ms. Chen Mingyuan, Director of Operational System Construction Division, Intellectual Property Utilization and Promotion Department, China National Intellectual Property Administration (CNIPA), Beijing, China  
Mr. Hassan E. Zanaldain, Senior Business Developer, Saudi Authority for Intellectual Property (SAIP), Riyadh, Kingdom of Saudi Arabia

### **Networking Lunch (12:45–13:30)**

## **Panel III: Pushing Boundaries of Intangibles Valuation – Alternative Approaches (13:30–14:00)**

Moderator: Mr. Michael Kos, WIPO  
Prof. Xiaolan Fu, Technology and Management Centre for Development (TMCD), Professor of Technology and International Development, Oxford University, United Kingdom – on-site  
Ms. Leann Pinto, Chief Executive Officer, IPwe, New York, United States of America – on-site  
Mr. Brian Hinman, Chief Innovation Officer, Aon Intellectual Property Solutions, New York, United States of America – remote  
Mr. Musa Parmaksiz, Head of AI, Data and Analytics Center, UBS Group, Zurich, Switzerland – remote

## **Panel IV: IP Finance on the Ground – IP Financing in the Creative Industries (14:00–14:40)**

Moderator: Mr. Alexander Cuntz, Head Creative Economy Section, Department for Economics and Data Analytics, IES, WIPO  
Mr. Joern Radloff, Head Twitch & Streaming, Amazon, London, United Kingdom – on-site  
Ms. Lucrecia Cardoso, Secretary of Cultural Development, Ministry of Culture, Buenos Aires, Argentina  
Mr. Joseph Calabrese, former Partner and Chair of Entertainment, Sports & Media Practice, Latham Watkins, Los Angeles, United States of America – remote  
Ms. Juni Tingting Zhu, Senior Economist at Markets, Competition and Technology Global Unit of World Bank Group, Washington, United States of America

### **WIPO's Action Plan – Next Steps (14:40–14:55)**

- WIPO's IP Financing Pilot Project
- WIPO's Hands-on Finance Guide on IP Finance

Speaker: Mr. Alejandro Roca-Campaña, Director, IPID, IES, WIPO

### **Closing Remarks (14:55–15:00)**

Mr. Marco Alemán, WIPO