

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

**LAUNCH OF WIPO SEMINAR SERIES
“THE ECONOMICS OF INTELLECTUAL PROPERTY”**

Geneva, March 26, 2010

PROGRAM

prepared by the International Bureau

- 15.00 – 15.15 Introduction
- Moderator: Mr. Carsten Fink, Chief Economist, World Intellectual Property Organization (WIPO), Geneva
- 15.15 – 15.25 Intellectual Property (IP) in the Global Economy
- Speaker: Mr. Keith Maskus, Associate Dean for Social Sciences, College of Arts and Sciences, Professor, Department of Economics, University of Colorado, Boulder, United States of America
- 15.25 – 15.35 What Economists Know, What They Do Not Know, and What They Would Like to Know
- Speaker: Ms. Brownyn Hall, Professor, Department of Economics, University of California, Berkeley, United States of America
- 15.35 – 15.45 Intellectual Property, Innovation and Economic Development
- Speaker: Mr. Keun Lee, Professor, Economics Department, Seoul National University, Republic of Korea
- 15.45 – 15.55 The Challenges of IP Institutions in Developing Countries
- Speaker: Mr. José Tavera Colugna, Associate Professor, Economics Department, *Pontificia Universidad Católica del Perú*, Lima, Peru
- 15:55 – 16:05 Intellectual Property and Inclusive Innovation
- Speaker: Mr. Francois P. Kabore, American University, Washington D.C., United States of America
- 16.05 – 17.00 Questions and Answers

The opening session will start at 3 p.m. on Friday, March 26, 2010, at the headquarters of WIPO, 34, chemin des Colombettes, Geneva (Conference Room B).

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