

International Conference on Intellectual Property (IP) and Development – **Innovation in Green Technologies for Sustainable Development**

November 22 and 23, 2021

Moderator and Speaker Profiles



Moderator and Speaker Profiles

DAY 1 – November 22, 2021

Opening



Mr. Daren Tang
Director General, WIPO

Daren Tang, a national of Singapore, began his six-year mandate as Director General of the World Intellectual Property Organization (WIPO) on October 1, 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS in support of Singapore's innovation-based economy.

Between 1997 and 2012, before joining IPOS, Daren Tang held different legal positions within the Attorney-General's Chambers and the Ministry of Trade and Industry of Singapore. In 2016, he received the Public Administration Medal from the Prime Minister's Office Singapore for outstanding efficiency and competence in the service of his country.

Daren Tang is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction). He also attended the Advanced Management Program at Harvard Business School. He is fluent in English and Chinese.

Moderator



H.E. Ms. Tatiana Molcean
Ambassador, Permanent Representative, Permanent Mission of the Republic of Moldova to the United Nations Office and other international organizations in Geneva

H.E. Ms. Tatiana Molcean is serving as Ambassador of the Republic of Moldova in Geneva since September 2020. Her current mandate includes a wide range of areas, both related to the multilateral issues ranging from security, human rights, to trade, intellectual property rights, infrastructure, and sustainable development, as well as bilateral cooperation with the Swiss Confederation and the Principality of Liechtenstein. In October 2021, she was appointed as Chair of the WIPO General Assembly for a two-year term.

Previously to her posting in Geneva, Ambassador Molcean served for 3 years as State Secretary (Deputy Minister) of the Ministry of Foreign Affairs of Republic of Moldova. In this capacity, one of the priorities of the mandate was dedicated to the development of multilateral relations and cooperation with international organizations, including with WIPO.

Ambassador Molcean is a career diplomat, who joined the Diplomatic Service of the Republic of Moldova in 2004. She speaks Romanian, English, French and Russian.

Panel 1 - How can Green Innovation Contribute to Achieving Sustainable Development?

Speaker



Ms. Joyce Msuya Deputy Executive Director, United Nations Environment Programme (UNEP), Kenya

Joyce Msuya is the Deputy Executive Director of UN Environment. She was appointed by UN Secretary-General António Guterres in August 2018. Between November 2018 and June 2019, Ms. Msuya served as Acting Executive Director, overseeing UN Environment's portfolio in 33 countries and administering nine Multilateral Environmental Agreements on critical environment issues.

With more than 20 years of experience in international development, strategy, knowledge management and partnerships, Ms. Msuya has served as Adviser to the World Bank Vice President, East Asia and Pacific Region in Washington, D.C. and as the inaugural World Bank Special Representative and Head of the World Bank Group Office in the Republic of Korea (2014–2017).

She has worked across the World Bank Group in Africa, Asia and Latin America in both the public and private sectors. A microbiologist from Tanzania, Ms. Msuya began her career at the World Bank as a public health specialist in 1998.

Ms. Msuya was named University of Strathclyde's Alumna of the Year for 2019.

Discussant



Mr. Paul Ekins

Professor, Resources and Environmental Policy, Director of the Institute for Sustainable Resources, University College of London (UCL), United Kingdom

Paul Ekins has a Ph.D. in economics from the University of London and is Professor of Resources and Environmental Policy at the UCL Institute for Sustainable Resources at University College London. He has extensive experience consulting for business, government and international organizations. Paul Ekins' academic work, published in numerous books, articles and scientific papers, focuses on the conditions and policies for achieving an environmentally sustainable economy.

He was Director of the Green Innovation Policy Commission, which published its report in 2020, and is now Director of the Nature-Positive Innovation Commission, which will publish its report in early 2022. In the UK New Year's Honours List for 2015 Paul Ekins received an OBE from Her Majesty the Queen "for services to environmental policy".

Discussant



Mr. Alejandro Ortega
Co-founder and Chief Executive Officer, Sibö, The Netherlands

Alejandro Ortega is Co-founder and Chief Executive Officer (CEO) of Sibö, a company that develops innovative, functional and clean food ingredients from insects. He is driven by curiosity, technology, entrepreneurial spirit and sustainability. He is a leader and experienced entrepreneur, with a solid background in technology industry, marketing and publicity, sales, entrepreneurship and lean management, corporate communications and development of team capacities.

He has a vast experience in business development focusing on marketing and sales management. Alejandro is also a TED speaker and Fulbright Alumni.

Panel 2 – The Role of IP in the field of Green Technology

Speaker



Mr. Mikael Rüdlinger
Inventor and President of the Board, BNL Clean Energy, Switzerland

Mikael Rüdlinger is the President and CEO of BNL Clean Energy since January 2009. He is leading the development of zero emission clean energy and zero waste clean infrastructure for commercial, industrial and utility solutions and sustainable development. Based on his inventions, the BNL Group has developed new game-changing, serially manufactured, zero emission clean energy and zero waste clean infrastructure plants for a wide range of combustible feedstock, including biomass, coal, lignite, plastics and waste.

The zero emission clean energy plant is environmentally-friendly and complies with all 21th century regulations. It produces no smoke, no CO₂, no odor, no air pollution and no climate-effects. Instead, it converts internal combustion gases into clean synthetic fuels, i.e. new raw material for chemical processing and refineries, replacing fossil fuels.

He holds a Master's Degree in Mechanical Engineering and Naval Architecture.

Discussant



Ms. Elisabeth Eppinger
Professor, Berlin University of Technology and Economics, Germany

Elisabeth Eppinger is professor for sustainability and textile technology at the University of Applied Sciences for Technology and Economics Berlin (HTW Berlin). She leads the interdisciplinary research project Intellectual Property Models for Accelerating Sustainability Transitions with researchers from Freie University Berlin, Indian Institute of Science, University of Cambridge and University of Lund (<https://ip4sustainability.org/>).

Over the last decades, she has been researching sustainable innovation, technology transitions and innovation collaboration with a focus on the role of intellectual property rights.

She holds a PhD in innovation studies, a master in Science and Technology Studies, and an engineering degree in textile technology. Prior to conducting academic research, she gained experience in R&D in the chemical and textile industry sectors in Japan, Australia, and the Netherlands.

Discussant



Mr. Rafael Carmona Dávila
Chief Technology Officer, GreenMomentum, Mexico

Rafael has more than 25 years of experience in the Cleantech sector, working as consultant for international organizations such as USAID, WWF, Zennström Philanthropies, ADF, GIZ, Breakthrough Energy, amongst others. He is co-founder of GreenMomentum Inc., a market intelligence and innovation company, focused on the Latin American market, and co-founder of Cleantech Challenge Mexico, Latin America's top green business acceleration program, supporting almost 1,400 Cleantech start-ups since 2010. He is also Secretary of Technological Innovation and Entrepreneurship at the Solar Energy National Association (ANES).

His passion for Cleantech began when he became part of the first Mexican Solar Racing Car Team "Tonatiuh", and later, he joined the Aurora Solar Vehicle Association, during his master's degree in Australia.

Rafael is a Mechanical Engineer from the National Autonomous University of Mexico (UNAM) and has a Master's in Engineering from the Royal Melbourne Institute of Technology (RMIT), Australia.

DAY 2 – November 23, 2021

Keynote Address



H.E., Ms. Yasmine Fouad

Minister of Environment, Ministry of Environment of the Arab Republic of Egypt, Cairo

Dr. Yasmine Fouad was appointed Minister of Environment of the Arab Republic of Egypt on 18 June 2018. She was previously Assistant Minister of Environment since 2014. Dr. Fouad holds MSc in Environmental Science and PhD in Political Science - Euro Mediterranean Studies. She has more than 20 years' experience in Environment and International cooperation, working in Government, UN organizations, NGOs and Universities.

As Minister of Environment, she leads a transformational change in environment sector in Egypt by creating a more business-oriented enabling environment, through 1) leading the processes of developing the Waste Management Law (202/2020); 2) leading the development and implementation of National Solid Waste Strategy; 3) developing waste to energy as new economic instrument; 4) participating in progressing the first governmental green bonds in Egypt and Middle East; 5) co-leading mainstreaming environmental sustainability aspects into national investment plans; as well as 6) improving Greater Cairo air quality and supporting construction of waste management infrastructure.

Dr. Fouad's work paved the way to the creation of environmental sensitive practices among current and future generations. She led designing, developing and launching several environmental initiatives that aim at raising awareness and ensuring youth involvement, such as the presidential initiative "Live Green" for three years (2020-2023). She has played a crucial role in advancing the biodiversity Agenda, and leading the development of the Post-2020 Global Biodiversity Framework, in her capacity as the President of the 14th Conference of the Parties of the Convention on Biological Diversity (CBD COP14) since November 2018. To this connection, she has initiated the Egyptian Initiative - adopted at the CBD-COP14 in November 2018 – that aims at ensuring synergies among the three Rio Conventions (Climate Change, Biological Diversity and Desertification) - to ensure sufficient financial resources to tackle those related challenges. She also co-led the climate finance negotiation track during UNFCCC COP 24.

At the Academic level, she has been selected as a lead author to chapter four of the IPCC Special Report on "Climate Change, Desertification, Land Degradation, Sustainable Land Management, Food Security and Greenhouse Gas Fluxes in Terrestrial Ecosystems" in 2017.

Moderator



H. E., Mr. Salim Baddoura
Ambassador, Permanent Representative, Permanent Mission of the Lebanese Republic to the United Nations Office and other international organizations in Geneva

H.E. Mr. Salim Baddoura was appointed in 2017, to his current position as Permanent Representative and Ambassador of the Permanent Mission of Lebanon to the United Nations and other international organizations in Geneva.

Ambassador Salim Baddoura began his diplomatic career as Second Secretary of the Embassy of Lebanon in the Republic of Korea (1999). He then held the posts of First Secretary of the Embassy of Lebanon in Nigeria (1999–2002), First Secretary of the Permanent Delegation of Lebanon to the United Nations Educational, Scientific and Cultural Organization (2002–2007) and First Secretary at the Office of Protocol of the Ministry of Foreign Affairs (2007–2009). More recently, Ambassador Salim Baddoura was Counsellor at the Embassy of Lebanon in Austria (2009–2015) and Chargé d’Affaires, a.i., of the Embassy of Lebanon in Austria and International Organizations in Vienna (2015–2017).

During his career, he has participated in various international conferences and summits on Francophone and other issues, held in Lebanon, Burkina Faso and the United States of America (New York), as well as multilateral conferences and meetings held in Vienna. He was also the Head of the Delegation of Lebanon to the General Conference of the International Atomic Energy Agency in 2015 and 2016. In Geneva, he chaired the TDB/UNCTAD 2018-2019, and presided over the Committee of the Whole of the ILO, that adopted the Centenary declaration on the future of work in June 2019.

Ambassador Salim Baddoura won the title of Negotiator of the Year during the “World negotiation day” organized by the UNITAR and the ADN Group on the 25th of September 2019.

Ambassador Salim Baddoura holds a master’s degree in Philosophy (1992) and a bachelor’s degree in Political Science (1996), both from the University of Saint Joseph in Lebanon. He also obtained a diploma in Public Administration (1999) from the École Nationale d’Administration in France. His is native speaker of Arabic and fluent in English and French.

Panel 3 – Green Innovation in Developing Countries: How to Address the Challenges

Speaker



Mr. R. Raghunathan
Chief Executive Officer, World Wide Fund for Nature (WWF) - Singapore Office, Singapore

R. Raghunathan (Raghu) is the Chief Executive Officer of the World Wide Fund For Nature (Singapore) Ltd since April 2020. WWF-Singapore is a regional hub for one of the world's largest conservation organizations. As CEO, Raghu is focused on shaping conservation strategies with global impact and local relevance, bringing communities, businesses and governments together to enable change. He believes in making a positive impact for the world by empowering people to take climate action and restore our natural biodiversity.

Raghu brings more than 25 years of extensive and diversified experience in management and finance consulting, having spearheaded successful business transformation strategies for organizations in Singapore and the region. Prior to joining WWF-Singapore, Raghu provided consulting services related to the implementation of digital technologies, working with industry associations, government agencies and local small and medium enterprises in Singapore. He is also a former partner and leader in the Consulting practice of PricewaterhouseCoopers (PwC) Singapore.

Raghu graduated from the University of New Delhi with an Honours Degree in Commerce. He is also an executive committee member at SINDA (Singapore Indian Development Association), a self-help group that uplifts the socio-economic status of the Indian community in Singapore.

Discussant



Ms. Rose Mwebaza
Director and Advisory Board Secretary, UNFCCC Climate Technology Centre and Network (CTCN), Denmark

Rose Mwebaza (PhD) is the Director of the CTCN, which is the implementing arm of the UNFCCC Technology Mechanism. She has over 20 years' experience providing policy advice on a wide range of climate change, environment, and sustainable development issues. She has previously served as Chief Natural Resources Officer at the African Development Bank and held leadership positions within the UN Development Programme.

Dr. Mwebaza was a Lecturer at Makerere University, Kampala, Uganda, for 10 years, serving as the Head of Department for Commercial Law and Deputy Dean of the Law School. Ms. Mwebaza holds a PhD in Environment and Natural Resource Governance from Macquarie University, Sydney, Australia; a Master's Degree in International Comparative Law (With a Certificate of Academic Excellence) from the University of Florida, U.S.A and a Bachelor of Law Degree (LL.B, Hons.) from Makerere University, Kampala, Uganda.

Discussant



Ms. Leena Pish Thomas
Director, Global Business Inroads (GBI), India

Leena Pish Thomas is the Director of Global Business Inroads. She has two decades of experience in the field of International Business, Technology and Project Management in the Climate Change Mitigation, Energy, Environment, Transport, Biotech and ICT sectors working with various US, European and Asia-Pac organizations.

Leena established Global Business Inroads (GBI) in September 2009 to assist and serve Government, NGOs, Financial Institutions, and Private Sector organizations with their technology, sustainable energy, environment project development, market access and international business needs. GBI is present and actively connecting technology companies and innovation ecosystems to new markets across India, Europe, UK, USA, Africa and SE Asia. GBI has worked with 200+ technologies – managing their entry and commercialization into India and helping Indian start-ups access US, South and SE Asia and EU markets.

Leena has been appointed as the Co-Chair for the [SME Technology Development Centre](#) and has been invited by the [SME Chamber of India](#) to be the honorary member of the National Advisory Council of the Chamber for the period of 3 years. She has also been instrumental in the implementation in the European Commission's pilot initiative called the [Europe – India Innovation Partnership \(EIIP\)](#) and [EU-Sri Lanka Innovation Partnership \(EU-SLIP\)](#), which aims at fostering innovation and ultimately provide access for international technology transfer.

She holds a B.A. (Honors) in History and Economics from Lady Shri Ram College for Women, University of Delhi and followed that up with business management from ICFAI, Hyderabad.

Concluding Dialogue

- Exchange among speakers from previous panels

Closing Remarks



Mr. Hasan Kleib

Deputy Director General, Regional and National Development Sector, WIPO

Hasan Kleib is Deputy Director General for the Regional and National Development Sector of the World Intellectual Property Organization (WIPO) since January 2021. Prior to the role, he was the Ambassador and Permanent Representative of the Republic of Indonesia to the United Nations, the World Trade Organization (WTO) and other International Organizations in Geneva from 2017 to 2020. During his tenure, Mr. Hasan Kleib served as the Chairman of the Committee on Development and Intellectual Property in 2018-2019 and 2019-2020.

From 2012-2017, he was the Deputy Foreign Minister for Multilateral Affairs of Indonesia after finishing his tenure as Ambassador and Permanent Representative of Indonesia to the United Nations in New York. Since 1987, he has served a number of roles in the Ministry of Foreign Affairs, including Director for International Security and Disarmament, and in Indonesian Missions abroad including as Head of the Political Division at the Indonesian Embassy in Washington, D.C. Mr. Kleib received Bachelor's degree in International Relations from Padjadjaran University from Indonesia and Master's Degree in Foreign Affairs and Trade from Monash University in Australia.

World Intellectual Property Organization
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland

Tel: +41 22 338 91 11
Fax: +41 22 733 54 28

For contact details of WIPO's
External Offices visit:
www.wipo.int/about-wipo/en/offices

© WIPO, 2021



Attribution 4.0 International
(4.0 CC BY)

The CC license does not apply to non-WIPO
content in this publication.

Cover: Getty Images

WIPO Reference RN2021/XXE

