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INTELLECTUAL PROPERTY AGENCY OF THE
REPUBLIC OF AZERBAIJAN



EURASIAN PATENT
ORGANIZATION (EAPO)



REGIONAL SEMINAR

WIPO/INN/BAK/18/2 PROV.
ORIGINAL: ENGLISH
DATE: MAY 29, 2018

WIPO Regional Seminar: *Intangible Capital and Global Value Chains: How can economies capture the benefits of innovation?*

organized by
the World Intellectual Property Organization (WIPO)

the Eurasian Patent Organization (EAPO)

in cooperation with

Intellectual Property Agency of the Republic of Azerbaijan

Baku, Azerbaijan, June 5, 2018

PROVISIONAL PROGRAM

prepared by the International Bureau

Tuesday, June 5, 2018

- 09:30 – 10:00 Registration
- 10:00 – 10:50 **Speech for the representatives from the IP field including universities and scientific-academic circles**
- Mr. Francis Gurry, Director General, World Intellectual Property Organization (WIPO), Geneva;
- Welcome addresses by:**
- Mr. Kamran Imanov, Chairman of Board, Intellectual Property Agency of the Republic of Azerbaijan;
 - Dr. Akif Alizadeh, President, Azerbaijan National Academy of Sciences;
 - H.E. Mr. Jeyhun Bayramov, Education Minister;
 - Ms. Saule Tlevlessova, President, Eurasian Patent Organization (EAPO), Moscow.
- 10:50 – 11:10 **Show of the start-ups created by the universities and acquaintance with the exhibition reflecting their achievements**
Coffee Break
- 11:10 – 11:20 – Ms. Gunel Sevdimaliyeva, Director General, Patent and Trademarks Office of Azerbaijan
- 11:20 – 11:50 **Topic 1: Introduction to WIPO 2017 World Intellectual Property Report “*Intangible Capital in Global Value Chains*”**
- Speaker: Mr. Carsten Fink, Chief Economist, WIPO
- 11:50 – 12:40 **Topic 2: Innovation and Energy**
- Moderator: Thomas Bombelles, Head, NGO and Industry Relations Section, WIPO
- Speaker: Ms. Jacki Pick, Esq., Energy Expert, host of The Jacki Daily Show, United States
- 12:40 – 12:45 Question and Answer
- 12:45 – 14:00 **Lunch**

- 14:00 – 14:40 **Panel Discussion**
- Moderator: Mr. Carsten Fink
- Panelists: Mr. Boris Simonov, Professor, Department for Management of Innovations and IP Commercialization, Russian State Academy of Intellectual Property, Founder, “Simonov & Partners” Intellectual Property Agency;
- Mr. Adam Nemeth, Chief Economist of the Hungarian IP Office;
- Professor Marzenna Weresa, Dean of the Collegium of World Economy at Warsaw School of Economics, Poland.
- 14:40 – 15:10 **Topic 3: Global value chains and branding**
- Speaker: Dr. Gail Elizabeth Evans, Reader in Intellectual Property, Queen Mary Center for Commercial Law Studies, University of London
- 15:10 – 16:25 **Topic 4: Global value chains and branding – Regional and Local Perspectives**
- Moderator: Dr. Gail Elizabeth Evans
- Speakers: Mr. Orkhan Rzayev, Deputy Chairman, Azerkhalcha, Baku, Azerbaijan
- Ms. Nuriyya Rahmanova, Head of the Quality Control and Packaging, “Sun Tea Azerbaijan”
- Ms. Nino Ioseliani, Editor in Chief, Hello Magazine, Tbilisi, Republic of Georgia
- Ms. Alkisti-Irene Malamis, Attorney-at-law LLB, LLM, Malamis Associates, Athens, Greece
- 16:25 – 16:40 **Coffee Break**
- 16:40 – 17:10 **Topic 5: Innovation and global value chains: Focus on the transportation industry**
- Moderator: Thomas Bombelles, Head, NGO and Industry Relations Section, WIPO
- Speaker: Ms. Emilie Lesage-Perilleux, Responsable clients, Direction Propriété Industrielle, National Institute for Intellectual Property (INPI), L’Observatoire de l’immatériel, France
- 17:10 – 17:25 Response: Mr. Carsten Fink
- 17:25 – 18:00 Open Discussion
- 18:00 **CLOSING REMARKS**