

EVENT invitation



IP CONVERSATIONS WITH WOMEN INNOVATORS AND ENTREPRENEURS IN INDONESIA

30 November 2022, 08:00 – 10:00 Central European Time /14:00 – 16:00 Western Indonesia Time (GMT +7) via zoom

Intellectual Property (IP) is known to be a powerful tool for wealth and employment generation. It is not physical in nature but is often the most valuable asset of the business because it gives the creator an exclusive right over the use of his or her creation for a certain period of time.

However, women remain severely under-represented in many areas of IP use and various studies show that women in innovation and business do not use the IP system as much as their male counterparts. Considering the complex nature of factors limiting women's participation in the organized labor market, increasing IP awareness and usage among women becomes pivotal for incentivizing women-led businesses and entrepreneurial activities and breaking socio-cultural barriers limiting their innovative endeavors.

With the Goal on gender equality and the empowerment of women and girls being a standalone goal under the overarching Sustainable Development Goals of the United Nations (UN) family, the World Intellectual Property Organization (WIPO) as a specialized agency of the UN is committed to advancing this goal within its mandate of promoting innovation for socio-economic and cultural development and to promoting gender equality and diversity - in the innovative and creative sectors, across the wider world of IP and within the Organization. In recognition of this fact, the World Intellectual Property Day theme for 2023 is **“Women and IP: Accelerating Innovation and Creativity”**.

Upholding the same values and sharing the same spirit to become a strong support system for women innovators and entrepreneurs, WIPO launched the Asia-Pacific Women Innovators and Entrepreneurs Project on June 1, 2022. This **ideation-to-impact** project mentors women innovators, women in STEM, women-led SMEs and aspiring entrepreneurs from the region on the different phases in a typical innovative/entrepreneurial journey through the lens of intellectual property (but not limited to it) during weekly 1-hour meetings. The participants in the first cohort came from four countries in the region- Viet Nam, Sri Lanka, Nepal, and India.

In preparations for the second cohort of women innovators and entrepreneurs from the region, WIPO and WeMean Business, a community-based ecosystem for entrepreneurship and leadership for women and minorities in Indonesia, are organizing a **kick-off event** to invite interested women to join the conversation on IP and innovation and entrepreneurship, increase IP-consciousness amongst them, and eventually integrate the participants from Indonesia into the overall Asia-Pacific Women's Program.

Welcome: Ms. Garima Sahdev, Regional Consultant and Women Lead, Asia-Pacific Division, WIPO; Ms. Yendi Amalia (Founder and CEO, WeMean Business, Indonesia) and Ms. Puri Lestari (Co-Founder, WeMean Business, Indonesia)

Keynote Address: Mr. Hasan Kleib, Deputy Director General, Regional and National Development Sector, WIPO

Moderators : Ms. Yendi Amalia, Ms. Puri Lestari

Speakers:

- Representative from Directorate General of Intellectual Property (DGIP), Indonesia
- Ms. Githa Nafeeza (Founder and CEO of Hachi Group)
- Ms. Naugan Manungkalit (Founder & CEO Alfee)
- Ms. Lila Imelda Sari (Founder of Lemari Lila)
- Ms. Shieny Aprilia (CEO of Agate International)
- Mr. Prayudi Setiadharna (Hak Kekayaan Intelektual, Indonesia)

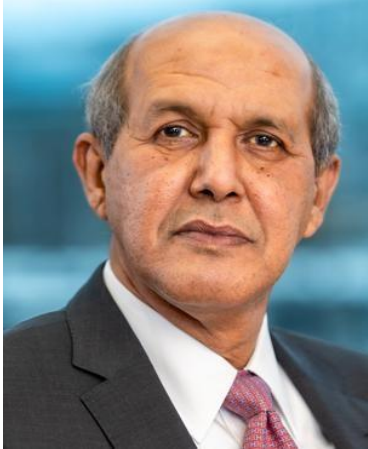

Closing Remarks: Mr. Andrew Michael Ong, Director, Asia-Pacific Division, Regional and National Development Sector, WIPO

Register for the 30 November Conference here:

<https://wipo-int.zoom.us/meeting/register/u5AsceqorDgiEtfoCbQn3Zune1xjiADIVk0c>

Language:

English and Indonesian

	<p>Deputy Director General Hasan Kleib (Indonesia) is responsible for the Organization's programs relating to the WIPO <u>Development Agenda</u>; the use of IP to support the growth and development, in an impactful manner, of developing countries and their relevant regions and sub-regions, and support, in particular, to least developed countries (LDCs).</p>
	<p>Ms. Yendi Amalia has 20 years' experience in Communications, Advertising and Public Relations as a creative, writer/editor and consultant. She has also worked as a facilitator and trainer for several non-government organizations. She progressed from management positions through a variety of project and corporate roles to become the CEO of the Wordsmith Group in 2013, which its business model empowers women. In 2018, she was selected for IVLP 'Women in Entrepreneurship' by the U.S. Department of State in Washington DC. Yendi is a Cum Laude honors graduate in Communications and Journalism from Universitas Islam Bandung, Indonesia, and holds certification in 'Leadership Principle & Management Essentials' from Harvard Business School Online.</p>



Puri Lestari

Ms. Puri has over 20 years' experience as a designer, trainer, writer and she has combined her multiple skills in facilitation activities for self-development and organizational transformation. One of the brains behind as well as the Program Director for The Center Indonesia, a non-profit organization with affiliations with UK Case Center and the University of Oxford, Puri has developed the skill of writing as a facilitation process. She has an undergraduate degree in Architecture from Institut Teknologi Bandung and master's degree for Urban Development & Design from University of New South Wales, Australia.



Githa Nafeeza

Ms. Githa Nafeeza is a Founder and CEO of Hachi Group, one of the fastest AYCE Restaurant Groups in Indonesia which is well known for its brand: Shabu Hachi and Hachi Grill. Founded in 2015 and now has 10 outlets operating in Jakarta, Bandung, Bogor, Depok. Prior to establishing Hachi Group, Githa was a TV journalist and News Presenter at Metro TV and Trans TV Indonesia.



Naugan Simanungkalit

Ms. N. Naugan Simanungkalit, established her own company MAMORI (PT Manal Mamora Indonesia) to create and promote great tasting and wide varieties of Indonesian coffee under its brand ALFEE, stands for 'It's All About Coffee'; the Coffee Bean, the Coffee Leaf, and the Coffee Waste. Prior to establishing Mamori, she had served as USA Regional Manager at Coffindo Corporation, Indonesian coffee exporter company, and based in Los Angeles, California. She also had the opportunity to work at JW Marriott as F&B Coordinator, and USAID.



Lila Imelda Sari

Ms. Lila Imelda Sari is the founder of Lemari Lila (Lila's Closet), a Traditional Meets Modern Clothing boutique based in Yogyakarta, West Java. Growing up in a household where the ladies wore pretty kebaya, Lila was inspired to create her own collection. In 2010, Lemari Lila was born to realize her childhood dream of becoming a stylist and designer. At first, she sells the products online. In 2015, the first Lemari Lila's offline store is opened in Yogyakarta.



Shieny Aprilia

Ms. Shieny Aprilia co-founded Agate in 2009 as a programmer. She then became the Vice President of Enterprise Business in 2017 and Chief Marketing Officer in 2018, before once again taking the responsibility as Chief Operating Officer (COO) in 2019. Shieny's leadership as COO would be a pivotal factor in Agate's rebound through the pandemic, where she would navigate the company through a slump and into recovery. Starting in June 2022, she leads Agate as the Chief Executive Officer. Shieny envisions the future Agate as a provider of meaningful experience for millions of players around the world.



Prayudi Setiadharma

Mr. Prayudi Setiadharma is a registered Intellectual Property Rights Attorney at the Directorate General of Intellectual Property, Ministry of Laws and Human Rights of the Republic of Indonesia. He is also the Founder of hki.co.id and PT Hargai Kekayaan Intelektual, focusing in the fields of research, education, publishing and consulting related to intellectual property matters. Prayudi's expertise broad range of intellectual property rights fields, with long experience in prosecuting applications for patent, trademarks, geographical indications, industrial designs, plant variety rights, and recordation of copyrighted works.



Andrew Michael Ong

Mr. Andrew Michael Ong is the director of the Division for Asia and the Pacific, Regional and National Development Sector, WIPO. The Division is responsible for providing legal and technical assistance to 38 countries, 27 of which are developing countries and 11 are LDCs in the Asia-Pacific region, in a tangible, impactful, and inclusive manner.

The Division engages multiple stakeholders, such as IP offices, other government agencies, and private sector entities in tailor-made programs on IP, to build experience and confidence in using IP, including trademarks, patents, designs, and geographical indications, as tools for innovation and creativity.



Garima Sahdev

Ms. Garima Sahdev is the Regional Consultant and Women Lead in Division for Asia and the Pacific in the Regional and National Development Sector, WIPO. The Division employs bottom-up, multi-stakeholder approach in promoting innovative and entrepreneurial activities amongst women in the region, and assist women-led businesses and women in R&D to integrate intellectual property in their business/R&D activities.