



ONLINE

WIPO/WEBINAR/EON/2022/2/PROV.1
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DATE: SEPTEMBER 19, 2022

**Webinar Series under the Entrepreneurs Online Network (EON)
Initiative –**

**Session 2: Leveraging IP in Plant-based Foods and Meat Alternatives
for Expanding Business Opportunities**

organized by
the World Intellectual Property Organization (WIPO)

October 14, 2022

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, October 14, 2022

09.00 – 09.05 Opening remarks by:

A representative from WIPO (TBD)

09.05 – 09.45 **Session 2**

Leveraging IP in Plant-based Foods and Meat Alternatives for Expanding Business Opportunities

Moderator: Dr. Vincent Walsh, Circular & Regenerative Food System Designer, Academic & Innovation Consultant (Food Infrastructures & Ecosystems) (United Kingdom) (TBC)

Perspectives from industry (35 minutes):

- *Current trends and growth in the field of plant-based food and meat alternative markets across the world*
- *Leading innovation and technologies in the industry*
- *Tapping into the growing R&D outputs and innovation by SMEs as well as relevance of IP for business competitiveness and market growth*

Panelists:

- Representative from Juicy Marbles (Slovenia) (TBC)
- Ms. Sonalie Figueiras, Co-Founder, sourcegreenpackaging.com, Hong Kong

Business tip from intellectual property (IP) angle (5 minutes) – Recorded presentation:

- *Meat market advantages: Ways to protect plant-based foods through IP (plant variety protection)*

Speaker: Mr. Leontino Rezende Taveira, Head of Technical Affairs and Regional Development (Latin America, Caribbean), UPOV

09.45 – 10.00 **Questions & Answers Session:**

Moderator: Mr. Leontino Rezende Taveira

10.00 – 10.15 **Wrap-Up Session:**

Relevant national IP initiatives and programs to support SMEs in agrofood sector

Perspectives from selected national IP offices (5 minutes each) – Recorded presentations:

Speakers: A representative from an national IP office in Asia and the Pacific region (TBC)

A representative from a national IP office in CEBS region (TBC)

Closing remarks (5 minutes)

Representatives from the Division for Asia and the Pacific and/or the Section for Central European, Baltic States and Mediterranean Countries, WIPO

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