



ONLINE

WIPO/WEBINAR/EON/2022/5/PROV.1
ORIGINAL: ENGLISH
DATE: SEPTEMBER 19, 2022

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

**Session 5: Growing Markets and Business Opportunities in Using
Biomaterials and Sustainable Packaging: Experiences and Case
Studies of Leveraging Innovation and Intellectual Property**

organized by
the World Intellectual Property Organization (WIPO)

November 4, 2022

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Friday, November 4, 2022

09.00 – 09.05 Opening remarks by:

A representative from WIPO (TBD)

09.05 – 09.45 **Session 5**

Growing Markets and Business Opportunities in Using Biomaterials and Sustainable Packaging: Experiences and Case Studies of Leveraging Innovation and Intellectual Property

Moderator: Prof. Alexander Mathys, Professor, Sustainable Food Processing, ETH Zurich (TBC)

Perspectives from industry (35 minutes):

- *Global demand and supply trends on sustainable materials such as plant-based leather, lab-grown fibers, and agricultural surplus materials (agro-waste), etc. as well as eco-friendly and sustainable packaging.*
- *Successful use of innovative solutions and IP in Bio-revolution and sustainable packaging*
- *Opportunities for business collaboration with R&D hotspots for sustainable materials and packaging*

Panelists: Panelist No. 1 (TBC)

- B-Fresh (Serbia) (TBC)

Panelist No. 2 (TBC)

- Ms. Sonalie Figueiras, Co-Founder, sourcegreenpackaging.com, Hong Kong
OR
- Dr. Vincent Walsh, Circular & Regenerative Food System Designer, Academic & Innovation Consultant (Food Infrastructures & Ecosystems) (TBC)

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

- *Profiting on packaging (designs, trademarks, collective marks)*

Speaker: Ms. Marina Foschi, Senior Legal Officer, Policy and Legislative Advice Section, Department for Trademarks, Industrial Designs and Geographical Indications, Brands and Designs Sector, WIPO

09.45 – 10.00 **Questions &**

Answers

Session:

Moderator: Ms. Marina Foschi

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 a national IP office in Asia and the Pacific region (TBC)

A representative from a national IP office in CEBSMC 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

[End of document]