

IP &

INNOVATION

The protection and enforcement of IPRs help create conditions that permit and encourage individuals and businesses to experiment with new approaches and solutions, which benefit society as a whole. The incentivizing role of IP, whether in the arts, business, or technology, helps unshackle latent human potential to address the world's many challenges, contributing to long term economic growth and development as well as the better life for our citizens. Nonetheless, many questions arise for policymakers concerning the macroeconomics of IP as well as its on-the-ground, practical effect--- how economically impactful are IPR-intensive industries to the development of economies; what role have international arrangements and cooperation in the area of intellectual property and trade in innovative goods and services contributed to improving quality of life; and is IP a necessary ingredient for new businesses in the knowledge-economy?

This side event will provide the opportunity to discuss the questions above and many more. The 4 speakers will address the economic data points on IP, including developing country economic perspectives and innovators that have relied on IP to produce game-changing technology. The moderator will help to guide the event, helping us to explore the value of IP through cultural, societal and economic perspectives.

Wednesday, November 7
from 9:00 AM to 1:00 PM in WTO Room E

Moderator

Philip Stevens (Geneva-Network, Executive-Director)

Schedule

- **09:00-09:15** - Meet and Greet
- **09:20-09:35** - **Discussion 1 and Q&A**
Presentations and introductory remarks by economists/researchers, entrepreneurs and moderator
- **09:40-10:20** - **Discussion 2 and Q&A**
Presentations/discussion on Importance of Intangible Capital and Innovation for Economic Growth and Role of IP-Intensive Industries
- **10:25-11:05** - **Discussion 3 and Q&A**
Presentations/discussion on IP and improving lives
- **11:10-11:40** - Lunch
- **11:45-12:25** - **Discussion 4 and Q&A**
Presentations/discussion on IP and new business
- **12:30-13:00** - Wrap-up/take aways from speakers and moderator

Organized by the Friends of Intellectual Property and Innovation Group

SPEAKERS

Philip Stevens



Philip Stevens is Executive Director of Geneva Network, which he founded in 2015. He is also a Senior Fellow at the Institute for Democracy and Economic Affairs, Malaysia. His main research interests are the intersection of intellectual property, trade and health policy. Previously he was an official at the World Intellectual Property Organization (WIPO), where he worked in its Global Challenges Division on a range of international IP and health issues. He was director of policy for International Policy Network, a UK-based think tank, and has held positions at London-based think tanks the Adam Smith Institute and Reform. He has also worked a political risk consultant and a management consultant. He holds degrees from the London School of Economics and Durham University (UK).

Carsten Fink



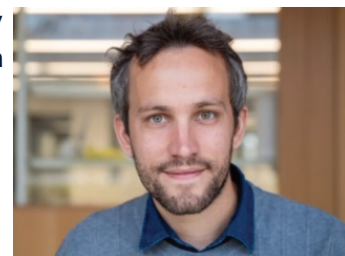
Carsten Fink is the Chief Economist of the World Intellectual Property Organisation (WIPO) based in Geneva. Before joining WIPO, he was Professor of International Economics at the University of St.Gallen. He also held the positions of Visiting Professor at the Fondation Nationale des Sciences Politiques (Sciences Po) in Paris and Visiting Senior Fellow at the Group d'Economie Mondiale, a research institute at Sciences Po. Prior to his academic appointments, Mr. Fink worked for more than 10 years at the World Bank. Among other positions, he was a Senior Economist in the International Trade Team of the World Bank Institute, working out of the World Bank's office in Geneva and an Economist in the Trade Division of the World Bank's research department, based in Washington, DC. Mr. Fink's research work – focused on intellectual property, innovation, and international trade – has been published in academic journals and books. He holds a doctorate degree in economics from the University of Heidelberg in Germany and a Master of Science degree in economics from the University of Oregon in the United States.

Keith Nurse



Dr. Keith Nurse, who is a dual British/Trinidad and Tobago national, is the World Trade Organization Chair and Senior Fellow at the Sir Arthur Lewis Institute for Social and Economic Studies, University of the West Indies. He serves on the executive bureau of the UN Committee for Development Policy, a subsidiary body of the United Nations Economic and Social Council (ECOSOC) and as an expert member of Hemispheric Programme Advisory Committee of the Inter-American Institute for Cooperation in Agriculture. He lectures on trade policy and innovation governance at the Arthur Lok Jack Global School of Business (Trinidad and Tobago) and at the Shridath Ramphal Centre for International Trade Law, Policy and Services (Barbados). Dr. Nurse is the chair of CaribbeanTales Worldwide Distribution Inc. and co-founder of the CaribbeanTales Incubator. He is the executive producer of the docudrama "Forward Home: The Power of the Caribbean Diaspora".

Jonas Pollard



Dr. Jonas Pollard obtained his PhD degree in chemistry from the Adolphe Merkle Institute, University of Fribourg in 2017. Since then he is leading the Hemolytics project targeting the development of a novel, highly-sensitive and inexpensive malaria diagnostic device to assist malaria eradication campaigns. With his team, Hemolytics has constructed a first prototype and conducted initial field studies in Brazil, while securing more than 500'000 kCHF of non-dilutive funding.

Jason Kang



Jason Kang is the CEO and Co-Founder of Kinnos, a New York-based company that protects health workers, patients, and the general public from infections. Previously, Jason served as VP of Engineering at Jibon Health Technologies, where he brought a medical device to clinical trials in Bangladesh. For his work in global health, Jason has served as a two-time U.S. Delegate at the Global Entrepreneurship Summit, was named to Forbes 30 Under 30 in Healthcare, served as a AAAS-Lemelson Invention Ambassador, and was recognized as a Bluhm/Helfand Social Innovation Fellow. In 2016, Jason received his B.S. in Biomedical Engineering from Columbia University, where he was an Egleston Scholar and graduated Tau Beta Pi.