
Global Agenda Councils Workshop on Intellectual Property

Rio de Janeiro, Brazil, 11 – 12 June 2013

Preliminary Programme

Tuesday 11 June

09.00 – 10.00 Private Session
Aligning Expectations
Members of the Global Agenda Council on the Intellectual Property System will meet to align expectations and working procedures

10.30 – 10.45 Briefing Session
Setting the Agenda

This session provides an overview of the objectives of the two day workshop.

Day 1: What is the Nature of the Future of the IP System?

Day 2: How will we build the Future IP System?

Opening Remarks by

- **Jorge Avila**, President, Brazilian National Intellectual Property Office (INPI), Brazil; Global Agenda Council on the Intellectual Property System
- **David Kappos**, Partner, Cravath, Swaine & Moore, USA; Global Agenda Council on the Intellectual Property System

10.45 - 12.15 Interactive Session
Session 1: The Globalised Open Innovation Paradigm

How do complex dynamic industries organize and engage into R&D or creation networks, and how do they manage interactions with the many different complementary assets?

Discussion Leaders:

- **David Kappos**, Partner, Cravath, Swaine & Moore, USA; Global Agenda Council on the Intellectual Property System
- **José Luis Londono Fernandez**, Director, Industrial Property Office of Colombia
- **Naldo Medeiros Dantas**, Executive Secretary, ANPEI

Moderated by:

- **Sara Boettiger**, President, GATD Foundation, USA; Global Agenda Council on the Intellectual Property System

Rapporteur:

- **Thaddeus Burns**, Senior Counsel, IP and Technology Policy, EMEA and Latin America, General Electric Company, Switzerland; Global Agenda Council on the Intellectual Property System

12.15 – 14.00 Lunch

14.00 – 15.30 Interactive Session
Session 2: A Territorial IP System in a Globalized World

What are the difficulties and what might be the solutions emerging from this paradox

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and the main features of an integrated and collaborative IP System?

Discussion Leaders:

- **Li Yuguang**, Deputy Commissioner, State Intellectual Property Office of the People's Republic of China (SIPO), People's Republic of China; Global Agenda Council on the Intellectual Property System
- **Cristina Dartayete**, National Agency for Research and Innovation of Uruguay
- **Diana de Mello Jungmann**, IP Coordinator for Innovation, Brazilian Confederation of Industries

Moderated by:

- **Steven Liew**, Chief Government Relations Officer, Asia-Pacific, eBay Singapore, Singapore; Global Agenda Council on the Intellectual Property System

Rapporteur: :

- **Paloma Castro Martinez**, Director, Global Corporate Affairs LVMH, LVMH Moët Hennessy - Louis Vuitton, France; Global Agenda Council on the Intellectual Property System

15.30 – 16.00

Coffee Break

16.00 - 17.30

Interactive Session

Session 3: IP in the New Internet Era

What is the role of Intellectual Property in the new internet-based Creative Economy?
How should it be operated and governed?

Discussion Leaders:

- **Kerstin Jorna**, Head, Industrial Property Unit, IP Directorate, European Commission, Brussels; Global Agenda Council on the Intellectual Property System
- **Mauricio de Souza**

Moderated by:

- **Theodore Shapiro**, Partner, Rights Protection group, Wiggin, United Kingdom; Global Agenda Council on the Intellectual Property System

Rapporteur:

- **John Villasenor**, Non-Resident Senior Fellow, Governance Studies and the Center for Technology Innovation, Brookings Institution, USA; Global Agenda Council on the Intellectual Property System

17.30 – 19.00

Networking Cocktail

Wednesday 12 June

09.00 – 10.30

Interactive Session

Session 4: IP and Economic Growth

What are the features that make IP Policies contribute to Economic Growth? What should be introduced in the IP system in order to achieve that goal?

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Discussion Leaders:

- **Jorge Avila**, President, Brazilian National Intellectual Property Office (INPI), Brazil; Global Agenda Council on the Intellectual Property System
- **Rafael Lucchesi**, **Brazilian Confederation of Industries**
- **Mauro Borges**, BR Industrial Development Agency

Moderated by:

- **Sean Murphy**, Vice-President and Legal Counsel, International Government Affairs, Qualcomm, USA; Global Agenda Council on the Intellectual Property System

Rapporteur:

- **Geoffrey Yu**, Senior Adviser and Chairman, Chinese Studies Programme; Adjunct Professor, Lee Kuan Yew School of Public Policy, Singapore; Global Agenda Council on the Intellectual Property System

10.30 – 10.45

Coffee Break

10.45 – 12.15

Interactive Session

Session 5: IP for Social Innovation and Humanity

What are the features that make IP Policies contribute to Economic Growth? What should be introduced in the IP system in order to achieve that goal?

Discussion Leaders:

- **Shamnad Basheer**, Chair Professor, Intellectual Property Law, National University of Juridical Sciences of Kolkata (NUJS), India; Global Agenda Council on the Intellectual Property System
- **Carolina Trivelli Avila**, Minister of Development and Social Inclusion of Peru
- **Alessandro Molon**, BR Congressist

Moderated by:

- **Alisa Harbin**, Head, Group Litigation and Intellectual Property, Novartis International, Switzerland; Global Agenda Council on the Intellectual Property System

Rapporteur:

- **James Moody**, Co-Chair, Global Access In Action, Australia; Global Agenda Council on the Intellectual Property System

12.15 – 13.45

Lunch

13.45 – 15.15

Interactive Session

Session 6: Governance of the IP System

What kind of global governance is needed to make the IP system operate smoothly in the global context? What should be the role of regional and multilateral institutions?

Discussion Leaders:

- **Francis Gurry**, Director-General, World Intellectual Property Organization

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- (WIPO), Geneva; Global Agenda Council on the Intellectual Property System
- **Luiz Henrique do Amaral**, BR IP Association
 - **Miguel Angel Margain**, IP Coordinator for Innovation, Brazilian Confederation of Industries

Moderated by:

- **Anthony Taubman**, Director, Intellectual Property Division, World Trade Organization (WTO), Geneva; Global Agenda Council on the Intellectual Property System

Rapporteur:

- **Catharina Maracke**, Associate Professor, Keio University, Japan; Global Agenda Council on the Intellectual Property System

15.15 – 16.45

Interactive Session

Session 7: Conclusions

This session will highlight key ideas generated over the two day event by members of the Global Agenda Council on the Intellectual Property System.

Discussion Leaders:

- **Thaddeus Burns**, Senior Counsel, IP and Technology Policy, EMEA and Latin America, General Electric Company, Switzerland; Global Agenda Council on the Intellectual Property System
- **Paloma Castro Martinez**, Director, Global Corporate Affairs LVMH, LVMH Moët Hennessy - Louis Vuitton, France; Global Agenda Council on the Intellectual Property System
- **Catharina Maracke**, Associate Professor, Keio University, Japan; Global Agenda Council on the Intellectual Property System
- **James Moody**, Co-Chair, Global Access In Action, Australia; Global Agenda Council on the Intellectual Property System
- **John Villasenor**, Non-Resident Senior Fellow, Governance Studies and the Center for Technology Innovation, Brookings Institution, USA; Global Agenda Council on the Intellectual Property System
- **Geoffrey Yu**, Senior Adviser and Chairman, Chinese Studies Programme; Adjunct Professor, Lee Kuan Yew School of Public Policy, Singapore; Global Agenda Council on the Intellectual Property System

16.45 - 17.00

Briefing Session

Closing Remarks for the Intellectual Property Workshop

Closing Remarks by

- **David Kappos**, Partner, Cravath, Swaine & Moore, USA; Global Agenda Council on the Intellectual Property System

17.00 – 18.30

Private Session

Conclusions and Report

Members of the Global Agenda Council on the Intellectual Property System will meet to discuss the main conclusions from the workshops and develop notes for a report.