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INTERNATIONAL CONFERENCE

**WIPO/IP/KIV/22/INF/1 PROV.
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Intellectual Property in the New Reality: Evolutions, Challenges, and Perspectives **30th Anniversary of the State Agency on Intellectual Property of the Republic of Moldova (AGEPI)**

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

the European Patent Office (EPO)

the European Union Intellectual Property Office (EUIPO)

and
the EU-funded Project: *"Support for structured policy dialogue, coordination of the implementation of the Association Agreement and enhancement of the legal approximation process for the Republic of Moldova"*

Hybrid, Online and in Chisinau, September 8, 2022

PROVISIONAL PROGRAM

document prepared by the International Bureau of WIPO

Venue (in person): Convention Center, Radisson Blu Leograd Hotel (77 Mitropolit Varlaam st.)

Online: Zoom Meeting
<https://lcmagency-eu.zoom.us/j/85199665164?pwd=dmR0K21IZGI0aTZiVUhxVDI5NFRudz09>
Meeting ID: 851 9966 5164
Passcode: LCM2022

Thursday, September 8, 2022

09.30 – 10.00 Registration and Welcome Coffee

10.00 – 10.30 **Opening Ceremony**

Welcome Addresses by:

- [Mr. Eugeniu Rusu](#), Director General, State Agency on Intellectual Property of the Republic of Moldova (AGEPI), Chisinau
- Ms. Aurica Butnari, Programme officer, Delegation of the European Union to the Republic of Moldova, Chisinau
- Mr. Daren Tang, Director General, World Intellectual Property Organization (WIPO), Geneva (recorded message)
- Mr. António Campinos, President, European Patent Office (EPO), Munich (recorded message)
- Mr. Christian Archambeau, Executive Director, European Union Intellectual Property Office (EUIPO), Alicante (recorded message)
- [Mr. Habip Asan](#), Director, Division for Transition and Developed Countries (TDC), WIPO

10.30 – 11.30 SESSION I INTELLECTUAL PROPERTY: RECENT DEVELOPMENTS AND TRENDS

IP at the International Level;
Patent System - A Boost for Economic Development in Europe;
Developing an IP System from Scratch: Achievements, Challenges and Future Plans

Moderator: [Mr. Ryszard Frelek](#), Program Officer, Section for Central European and Baltic States and Mediterranean Countries (CEBS), TDC, WIPO

Speakers: [Mr. Habip Asan](#) 
[Mr. Yann Ménière](#), Chief Economist, EPO, Munich, Germany 
(online)
[Mr. Eugeniu Rusu](#) 

11.30 – 11.45 Question & Answers

11.45 – 12.00 Coffee Break

12.00 – 13.00	SESSION II	IP AND SUSTAINABLE DEVELOPMENT
		Innovation System and Technology Transfer for Sustainable Development; Innovation, Intellectual Property and Public Health; IP, Education and Research
	Moderator:	Ms Roberta Romano-Götsch , Chief Sustainability Officer, EPO, Munich, Germany (online)
	Speaker(s):	Mr. Bojan Pretnar, the EU-funded Project: "Support for structured policy dialogue, coordination of the implementation of the Association Agreement and enhancement of the legal approximation process for the Republic of Moldova" (EU Project)  Ms. Lisa Cowey MPA, PC Cert IP, Director, the Technology Transfer Interface Ltd, Oxford, United Kingdom (online)  Mr. Andrés Izquierdo , Senior Research Analyst – IPR, Program on Information, Justice and Intellectual Property Washington College of Law, American University, United States of America (online) 
13.00 – 13.15	Question & Answers	
13.15 – 14.15	Lunch Break	
14.15 – 15.30	SESSION III	ROLE OF IP IN PROMOTING INNOVATIVE ENTREPRENEURSHIP AND CREATIVE INDUSTRY, FAIR COMPETITION AND FREE TRADE IN EUROPE AND BEYOND
		The Role of Intellectual Property Rights in Boosting Creative Industries; Patent Information in Promoting Innovative Entrepreneurship; Intellectual Property in Competitive Knowledge Economy; IPR Enforcement as an Effective Mechanism for Fair Competition and Trade
	Moderator:	Mr. Kenneth Wright , Global-IPR, Copenhagen, Denmark
	Speaker(s):	Ms. Irina Lucan-Arioca , EU project expert  Mr. Marco Bravo , Director, Patent Information and IP know-how, EPO, Vienna, Austria (online)  Mr. Bojan Pretnar  Mr. Ryszard Frelek  Mr. Kenneth Wright 
15.30 – 15.45	Question & Answers	
15.45 - 16.00	Coffee Break	

- 16.00 – 17.15 **SESSION IV ROUNDTABLE EUROPEAN INTEGRATION PROCESS IN IP FIELD: CHALLENGES AND WORK AHEAD FOR EU CANDIDATE COUNTRIES**
- Moderator: [Ms. Liliana Vieru](#), Head of Communication and International Relations Division, AGEPI
- Key speakers: The representative of the Republic of Moldova
The representative of Ukraine (online)
The representative of Georgia
The representative of EPO (online)
- Discussions: All participants
- 17.15 – 17.30 **Conclusions and Way Forward**
- Moderator: [Mr. Eugeniu Rusu](#)
- 17.30 -18.00 **Presentation: Intellectual Property in Competitive Knowledge Economy, by Bojan Pretnar.**
- 18.00 – 21.00 **Anniversary Ceremony and Reception**

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SPEAKER PROFILES

SESSION I INTELLECTUAL PROPERTY: RECENT DEVELOPMENTS AND TRENDS

MODERATOR



Mr. Ryszard FRELEK, Program Officer, Division for Transition and Developed Countries, World Intellectual Property Organization (WIPO)

Since 2007, Ryszard works in the United Nations Specialized Agency - the World Intellectual Property Organization (WIPO). He is currently the focal point for cooperation with a number of Central European and Balkan countries, where he coordinates WIPO support for the implementation of national and regional projects, such as the development/implementation of national IP strategies, updating national IP legislation, IP training, as well as building national and international private/public and public/public partnerships.

Before joining WIPO he gained experience in law companies and public institutions. He obtained his Master Degree in Law in Poland, specializing in IP and new technologies. He also studied international management and economics in Germany.



PANELISTS



Mr. Habip ASAN, Director, Division for Transition and Developed Countries, WIPO, PH.D and M.Sc. in Mechanical Engineering, Texas Tech University, USA

Professional Career:

- President of the Turkish Patent and Trademark Office from 2008 to 2022;
- Member of Administrative Council of European Patent Organization;
- Chairperson of the Supervisory Board of the European Patent Academy;
- Member of Board-28 in the EPO;
- Chairperson of the Technical and Operational Support Committee of the EPO;
- Lecturer at Ajman University of Science and Technology in Dubai;
- Professor at Karadeniz Technical University;
- Lecturer of Advanced Patent Law and Advanced Design Law at Ankara University;
- Member of Turkish Design Council.





Mr. Yann MÉNIÈRE, Chief Economist at the European Patent Office (EPO).

Yann Ménière is professor of economics on leave from MINES ParisTech, where he was leading the Chair on "IP and Markets for Technology" until joining the EPO. His research and expertise relate to the economics of innovation, competition and intellectual property.

In recent years, he has been focusing more specifically on IP and standards, markets for technology, and IP issues in climate negotiations. Besides his academic publications, he has also written a number of policy studies for the European Commission, French government and other public organisations.

Outside MINES ParisTech, he has been teaching the economics of IT standards at Imperial College Business School and the economics of IP law at the Law School of Université Catholique de Louvain.





Mr. Eugeniu RUSU, Director General, State Agency on Intellectual Property of the Republic of Moldova (AGEPI)

Eugeniu Rusu leads the Moldovan IP office since September 2021 and represents the Republic of Moldova in international IP organisations. In his role as Director General of AGEPI, he is co-chairing the National Commission for Intellectual Property, an advisory IP body to the Moldovan Government, and chairs some other IP committees, including the IPR Enforcement Observatory, the AGEPI Board of Appel and the Government Commission for granting permission to use the official or

historical name of the state.

Mr Rusu was employed with AGEPI as a legal specialist in 2015 and since then acted in different legal and management positions. He was representing AGEPI in courts, in particular on copyright and collective management related cases. Prior to joining AGEPI, Mr Rusu served as a signor lawyer with a Moldovan financial institution.

Eugeniu Rusu has a BA in Law from the University of Craiova, Romania and a Master's degree from the Free International University of Moldova.



SESSION II: IP AND SUSTAINABLE DEVELOPMENT

MODERATOR



Ms. Roberta ROMANO-GÖTSCH, Chief Sustainability Officer at the European Patent Office (EPO)

Prior to that she has served as Chief Operating Officer of the sector Healthcare, Biotechnology and Chemistry, and earlier of the sector Mobility and Mechatronics, where she was responsible for leading more than 1600 patent examiners, managers, formalities and administrative staff in Munich, Berlin and The Hague. Roberta is

passionate about UN SDGs and ESG

Roberta has a obtained her PhD in organic chemistry from the Technical University of Munich and was R&D product manager at Procter & Gamble before joining the EPO in 1997.



PANELISTS



Ms. Lisa COWEY, MPA, PC Cert IP, Director, the Technology Transfer Interface Ltd, Oxford UK

Lisa Cowey has worked in the field of innovation for over 30 years. Since 2006 she has worked with transition economies with a strong focus on helping them shift to a knowledge based economy through innovation via technology and knowledge transfer from public to private sector.

Lisa has supported WIPO and the World Bank to help build IP regulatory frameworks for Technology Transfer in Ukraine, Mongolia, Turkmenistan, the Kyrgyz Republic. She has y been involved in innovation policy development and implementation in Ukraine, Belarus and Moldova as well as Georgia and Azerbaijan. She is currently working as an independent expert for UNECE to help develop a roadmap for Innovation and technology Transfer Infrastructure for Moldova.

Lisa has a PhD in Physics from the University of Oxford, an MBA from Oxford Brookes University Business School where she specialised in university-industry technology transfer. She also holds a Diploma in IP (Law and Practice) from Bournemouth University Business School IP Unit and is accredited by WIPO in the area of New Plant Varieties.





Mr. Andrés IZQUIERDO, Senior Research Analyst at American University, Washington College of Law, Program on Information Justice and Intellectual Property in Washington DC.

Mr. Izquierdo conducts high-impact research, provides training to governments and to a global network of change-makers, connects a global academic network to the work of international and domestic organizations that represent researchers, libraries, museums, archives, educational and research institutions, and attends actively as observer the committees of the World Intellectual Property Organization (SCCR, CDIP, General Assembly).

Before joining PIJIP, he practiced law through his award-winning intellectual property and cyber law practice. He has been named one of the best entertainment law attorneys by the publications Best Lawyers (2020), and top Intellectual Property practitioner by Chambers and Partners (2014-2020), and is the author of the book Cyberlaw by Wolters Kluwer.

Andres was previously Business and Legal Director for Sony Music Entertainment in the Andean Region, and litigation partner in Palacio, Izquierdo & Ballesteros, an intellectual property law firm. He has an LLM in Intellectual Property from American University Washington College of Law, an LLM in Intellectual Property from the University of Turin - WIPO, and a law degree from Universidad de Los Andes, Colombia.



SESSION III ROLE OF IP IN PROMOTING INNOVATIVE ENTREPRENEURSHIP AND CREATIVE INDUSTRY, FAIR COMPETITION AND FREE TRADE IN EUROPE AND BEYOND

MODERATOR



Mr. Kenneth WRIGHT, IP Principal Adviser, Global-IPR.

Mr. Wright has previously served as a senior police officer but, for the last 23 years, has worked with Governments and the private sector, in over 70 countries, to protect and enforce intellectual property rights (IPR).

During this period, he has conducted multiple reviews of national IP infrastructures, prepared country reports, finalized national strategies, implemented action plans, finalized comparative analysis of laws, drafted legislation, developed cooperation models, undertaken training needs assessments, organized seminars, delivered training, built statistical models, drafted best practice handbooks and planned awareness campaigns.

Kenneth Wright has also served as a Project Leader and Resident Twinning Adviser in multiple European Union funded IPR Projects.





Ms. Irina LUCAN-ARJOCA, copyright expert within the EU-funded Project *Support for structured policy dialogue, coordination of the implementation of the Association Agreement and enhancement of the legal approximation process for the Republic of Moldova*.

Currently, she is Project Manager within the Copyright Division of the Romanian National Television (SRTv).

After graduating Law School, University of Bucharest, in 2000 she joined the Romanian Copyright Office (ORDA), as a legal adviser, along the years holding various positions within the Office, including Head of the International Department. In the period 2012-2020 she acted as Deputy-Director General of ORDA. In the field of copyright and related rights she is performing a large array of activities as drafting legislation, national strategies, as well as a wide range of other activities and projects, being also Counsellor of the Secretary of State, the Ministry of Culture.

In addition, she is a member of various working groups in the field of IP, established at national and international level and she is often invited as lecturer at a large array of domestic and international events. She was the Chair of the IP Working Group (Copyright) at the EU Council during Romania's Presidency at EU Council (January-June 2019).

She has a Master's degree in Public Management, a Bachelor's degree in Law, also graduating numerous IP training courses organized both in the country and abroad.





Mr. Marco Bravo is the EPO's Director of Patent Knowledge Promotion and a.i. Director of Patent Data Management. He is an expert in innovation, technology transfer and IP-based commercialisation. Mr. Bravo has founded four tech companies and a business angel fund, and actively mentored 200+ technology entrepreneurs from multiple countries. His professional experience spans industry, academia, government, and entrepreneurship, with extensive cross-cultural experience in Europe, the United States and Asia.



ROUNDTABLE: EUROPEAN INTEGRATION PROCESS IN IP FIELD: CHALLENGES AND WORK AHEAD FOR EU CANDIDATE COUNTRIES

MODERATOR



Ms. Liliana VIERU, Head of Division for Communication and International Cooperation of the State Agency on Intellectual Property of the Republic of Moldova

Ms Vieru has a background in international relations and over 20 years of experience in intellectual property. Her areas of responsibility include public relations, communication, training, international cooperation and project management.

Since 2005, she leads the Office's European Agenda and has been actively involved in the negotiation of the Moldova-EU Association Agreement and the country's preparation for the EU candidacy. Ms Vieru is representing AGEPI in different committees and working groups at the bilateral and international levels. She has a sound knowledge of the national and regional economic, social and political developments, particularly in countries in transition and in the EU integration process.

She joined AGEPI in 2001 and currently is heading the Division for Communication and International Cooperation.

Ms Vieru graduated from the University of Craiova and has a Post University Degree in international relations from the Academy of Public Administration of the Republic of Moldova.

