

# AGENDA

## LAUNCH DAY - MAY 11, 2023

### Actions to promote alliances in green technologies: innovation, intellectual property and sustainability

#### 10:00 OPENING PANEL

**Mr. Mariano Riccheri.** Leader, AL-INVEST Verde IPR Programme.

**Mr. Carlos Henrique Fialho Mussi.** Director, Economic Commission for Latin America and the Caribbean (ECLAC).

**Mr. Stefan Agné.** Head of International Cooperation, Delegation of European Union in Brazil.

**Mr. Oswaldo Girones.** Senior Counsellor, LAC Bureau, World Intellectual Property Organization (WIPO).

**Mr. Fernando Cosme Rizzo Assunção.** Director-president, Center for Management and Strategic Studies (CGEE).

**Mr. Julio Cesar Castelo Branco.** President, National Institute of Industrial Property of Brazil (INPI).

**Mrs. Andrea Macera.** Secretary of Competitiveness and Regulation, Ministry of Industry, Development, Trade and Services (MDIC).

**Mr. Rodrigo Rollemberg.** Secretary of Green Economy, Decarbonization and Bioindustry, MDIC.

#### 10:40 PANEL 1 – THE IMPORTANCE OF GREEN INNOVATION FOR LATIN AMERICAN COMPANIES

##### MODERATOR:

**Mr. Fernando Cassibi.** Researcher in Industrial Property, National Institute of Industrial Property of Brazil (INPI).

In charge of the presentation EUROCLIMA+ programme.

##### SPEAKERS:

**Mrs. Vanessa Pinsky.** Post Doctoral Researcher. Faculty of Economics, Management and Accounting of the University of São Paulo.

**Mr. Henrique Pacini.** Economist, United Nations Conference on Trade and Development (UNCTAD).

Q & A

## 11:40 PANEL 2 – INSTITUTIONAL AND FINANCIAL SUPPORT FOR GREEN INNOVATION

### MODERATOR:

**Mrs. Kesia Braga.** Manager of Sustainability and Economy, Brazilian Association of Development - ABDE.

### SPEAKERS:

**Mr. Matteo Grazi.** Senior Economist for Innovation (TBC), Interamerican Development Bank (IDB).

**Mr. João Pieroni.** Superintendent, Productive Development, Innovation and Foreign Trade Area

National Bank for Economic and Social Development - BNDES

Q & A

## 12:40 PANEL 3 – BUSINESS STRATEGIES OF INTELLECTUAL PROPERTY IN GREEN INNOVATION

### MODERATOR:

**Mr. Vinicius Bogéa Câmara.** General Coordinator of Dissemination for Innovation, INPI.

### SPEAKERS:

**Mrs. Karina Haidar Müller.** President, Licensing Executive Society Brasil.

**Mr. Andre Gorius.** Co-chair of the IP Valuation Committee, Licensing Executive Society France and Licensing Executive Society Italy.

Q & A

## 13:40 PANEL 4 – GREEN INNOVATION AND GENDER

### MODERATOR:

**Mrs. Lucía Scuro.** Social Affairs Officer, Division of Gender Affairs, ECLAC.

### SPEAKERS:

**Mrs. Rafaela Guerrante.** Investigadora en Propiedad Industrial, Coordinadora del Comité Estratégico de Género, Diversidad e Inclusión, INPI.

**Mrs. Loreto Bresky.** National Director. National Institute of Industrial Property of Chile (INAPI).

Representative of the Network of Intellectual Property and Gender Network.

Q & A

## 14:30 CLOSING PANEL

# REGISTRATION AND MORE INFORMATION