

International Seminar on “Harnessing Public Research for Innovation in the Time of COVID-19 and Beyond – The Role of Knowledge Transfer Policies”

organized by
the **World Intellectual Property Organization (WIPO)**

in cooperation with
AUTM – The Leading Association in Technology Transfer
the International Chamber of Commerce (ICC)
and the Licensing Executives Society International (LESI)

Geneva, July 20, 2021

12.30 – 12.50

Introductory addresses on “The role of public research and knowledge transfer for scientific breakthroughs and innovation”

Speakers:

Mr. Daren Tang, Director General, the World Intellectual Property Organization (WIPO)

Mr. Dana Robert Colarulli, Executive Director, Licensing Executives Society International (LESI)

Mr. Stephen J. Susalka, Chief Executive Officer, AUTM

Mr. John W.H. Denton, Secretary General, International Chamber of Commerce (ICC)

12.50 – 13.05

Keynote:

“The role of public research for scientific breakthroughs and innovation –
Lessons from COVID-19 and beyond”

Speaker: TBC

13.05 – 13.20

Book Launch:

“Harnessing Public Research for Innovation in the 21st Century – An international Assessment of Knowledge Transfer Policies”

Speakers:

Mr. Anthony Arundel, Editor, Professorial Fellow, United Nations University – Maastricht Economic and Social Research Institute on Innovation and Technology (UNU-MERIT), The Netherlands

Ms. Suma Athreye, Editor, Professor of Technology Strategy, Management Science and Entrepreneurship Essex Business School, University of Essex, United Kingdom (U.K.)

Mr. Sacha Wunsch-Vincent, Editor, Head, Composite Indicator Research Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector (IES), WIPO

13.25 – 14.15

Panel: Boosting Innovation via better Knowledge Transfer

Chair:

Speaker of the Licensing Executives Society International (LESI)

H.E. Mr. Muhammadou M.O. Kah, Ambassador, Permanent Representative of the Gambia to the United Nations Office at Geneva, The Gambia

Ms. Ingrid Baele, Director, Extended Enterprise Risk Management, Deloitte Consulting and Advisory, Chair of the ICC Commission on Intellectual Property – Task force member for the ICC Innovation Principles, Belgium (TBC)

Ms. Fernanda de Negri, Research Leader, Institute for Applied Economic Research (IPEA), Brazil

Ms. Laura Savatski, Chair, AUTM Board and Technology Transfer Officer, Non-for-profit organization Blood Research Institute Versiti Inc., United States of America (U.S.)

Ms. Guo Lei, Deputy Dean and Deputy Director, School of Innovation and Entrepreneurship, Office of Science and Technology Development, Peking University, China

14.15 – 14.20

Break

14.20 – 15.10

Panel: Knowledge Transfer for Life Science Innovation

Chair: Ms. Lisa Jorgenson, Deputy Director General, Patents and Technology Sector, WIPO

Mr. Frederick M. Abbott, Professor, Florida State University, U.S.

Ms. Silvia Menicucci, Public Affairs, Science and Sustainability Executive Manager, Bayer, Brazil

Mr. Corey Salsberg, Vice President, Global Head IP Affairs, Novartis, Switzerland

Ms. Tari Suprpto, Director, Search and Evaluation, Novo Nordisk, Denmark

Speaker nominated by Licensing Executives Society International (LESI)

15.10 – 15.25

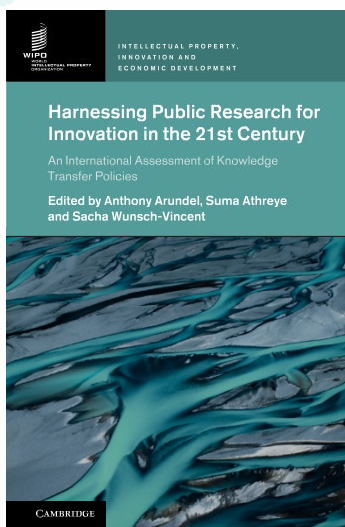
Conclusions for Policy and Future Work at WIPO

Speakers:

Ms. Rena M. Conti, Associate Professor, Questrom School of Business, Boston University, Boston, U.S.

Mr. Marco M. Alemán, Assistant Director General, IES, WIPO

Background



As this book went to press, the world is struggling to cope with the implications of the COVID-19 crisis. In this context and in the search for effective vaccines, the role of effective public-private knowledge transfer for medical and other innovations is more crucial than ever.

Earlier this year, the World Intellectual Property Organization and Cambridge University Press released “Harnessing Public Research for Innovation in the 21st Century – An International Assessment of Knowledge Transfer Policies” written by academics, policymakers and knowledge transfer practitioners.

Universities and public research institutes play a key role in enabling the application of scientific breakthroughs and innovations in the marketplace. This is a guide to maximizing the impact of work done at public research institutions and universities to boost innovation and growth.

The central question of the book in the WIPO-CUP Series on Intellectual Property, Innovation and Economic Development are:

- How can innovation actors and policymakers improve the efficiency of knowledge transfer practices to help maximize innovation-driven growth and find solutions to societal challenges?
- What practices and policies work and which do not?
- How do you better measure the related impacts – on the institutional and country level?

In response, the book proposes a framework to evaluate knowledge transfer practices, improve knowledge transfer metrics, generate findings on what does and does not work, and propose policy lessons. It does so on the basis of studies and insights from three developed economies: Germany, Republic of Korea, and U.K.; and three emerging economies: Brazil, China, and South Africa.

Key facets:

- A guide to maximizing the impact of work done at public research institutions and universities to boost innovation and growth
- Suggests the most effective policies to support the transfer of knowledge to firms
- Lays the critical groundwork for empirical work and the development of success metrics
- Written by academics, policymakers and practitioners

The book reflects WIPO’s larger support program for universities and research institutions to use IP as a tool for advancing transfer of promising research outcomes for stimulating effective use of knowledge transfer in view of economic growth and sustainable futures. For more information, see WIPO’s webpages on [Universities and IP](#) and the [publication](#).

The book is available as [OPEN ACCESS](#).