

2nd GENEVA BUSINESS DIALOGUE ROUNDTABLE INNOVATION: FROM THE IDEA TO THE MARKET

Geneva, 13 December 2017

Venue

The Graduate Institute Geneva
Maison de la Paix, International Conference Centre, C1
Chemin Eugène-Rigot 2, Geneva

Dear Sir or Madam,

ICC Switzerland is the Swiss National Chapter of the International Chamber of Commerce, founded in 1919 with the objective to strengthen global prosperity and development through trade and investment.

To stimulate and facilitate the exchange with international organisations and the respective diplomatic representations in Geneva, ICC Switzerland continues its Geneva Business Dialogue with a series of high-ranking roundtables. We are proud to invite you to the second of such discussions, on the topic of innovation.

The event is aimed at high-ranking representatives from the international organisations in Geneva, from the diplomatic representations in Geneva and from companies or business organisations in Switzerland and other countries. Please feel free to forward this invitation to a high-ranking colleague in your organisation but be aware that the audience will be limited to 50 participants to facilitate a fruitful discussion. Participation will be confirmed.

Yours sincerely,



Thomas Pletscher
Secretary General

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Innovation: From the idea to the market

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PROGRAMME

18:15

Registration and welcome drinks

18:45

Opening remarks

Vincent Subilia, Deputy Director General, Geneva Chamber of Commerce, Industry and Services, Swiss Member of the General Council of the World Chambers' Federation

18:50

Facilitating doing business with global IP rules

Francis Gurry, Director General, World Intellectual Property Organization WIPO

19:20

Panel discussion with participation from the audience

- Ingrid Baele, Vice-president ICC Intellectual Property Commission, Head of IP&S Offices & Operations, Philips
- Jean-François de Saussure, Member of the Board, Geneva Chamber of Commerce, Industry, and Services, CEO, Caran d'Ache
- Huub Savelkouls, Member of the Board of economiesuisse, VP Value Chain Transformation & Sustainability, Philip Morris International
- Peter R. Thomsen, Chairman IP Working Group economiesuisse, Sen. Patent Counsel IP Policy & Litigation, Novartis International AG

Moderated by:

Cédric Dupont, Professor International Relations/Political Science and Director of Executive Education at the Graduate Institute

20:00

Closing remarks

Thomas Pletscher, Secretary General, ICC Switzerland

20:15

Cocktail dinner