Invitation

WIPO Cross-Regional Webinar
IP and Exports



WIPO is pleased to invite you to attend the Cross-regional Webinar on IP and Exports

Thursday, December 3, 2026
from 10:30 a.m. to 12.30 p.m. C.E.T

Entering new markets brings new opportunities, but also new questions about how businesses protect and use their intellectual property internationally. This webinar will bring together companies and WIPO experts to share experiences and practical guidance on navigating IP in an international business context.

Registration is open at: Webinar Registration - Zoom

WIPO

Thursday, December 3, 2026

Moderator: Ms. Maja Lofstrom, Program Coordinator, Division for Transition and Developed Countries, Department for Development Cooperation, Regional and National Development Sector, WIPO

10:30-10:45 Opening Session: Knowledge-Intensive Economies: Leveraging IP for Higher Value-Added Exports

Speaker: Mr. Habip Asan, Director, Division for Transition and Developed Countries, Department for Development Cooperation, Regional and National Development Sector, WIPO

10:45-11:00 Snapshot of Trade Flows

Speaker: Ms. Lorena Rivera León, Acting Head, Composite Indicator Research Section, Department for Economics and Data Analytics, IP and Innovation Ecosystems Sector, WIPO

11:00-11:45 Company Success stories: International Expansion and the Practical Use of IP

Speakers:
Ms. Susana Fernández, Head of IP Strategy, Inditex, Spain
Ms. Güler Ayyıldız Dalma, IP Director, Beko Corporate, Türkiye
Ms. Kundyz Asanalieva, Founder and Director, Lucky Socks, Kyrgyzstan

11:45-11:55 WIPO Services to Support Exports: Patent Cooperation Treaty (PCT)

Speaker: Mr. Ali Jazairy, Senior Counsellor, PCT International Cooperation Division, PCT Legal and International Affairs Department, Patents and Technology Sector, WIPO

11:55-12:15 WIPO Services to Support Exports: Hague and Madrid Systems

Speaker: Mr. Benoît Apercé, Communications and Information Manager, Marketing and Business Growth Division, Brands and Designs Sector, WIPO

12:15–12:25 Q&A and Discussion

12:25–12:30 Closing Remarks