

Intellectual Property for Promoting Innovation and SMEs in the Arab Region

13 April 2022 | 13:00 Beirut
/GMT+3; CET+1

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13 April 2021 | 13.00 Beirut time (GMT+3)

Agenda

13.00-13.10 Beirut time GMT+3; CET+1	Opening and Welcoming Remarks Catherine Foster , Lead, ICC Centre of Entrepreneurship Kareem Hassan , Executive Director, ESCWA Technology Centre for Development
13.10-13.40 Beirut time GMT+3; CET+1	Panel Discussion – Overview of Intellectual Property in Arab Countries Panelists: <ul style="list-style-type: none">- Dr. Sacha Wunsch-Vincent, Head of Section, Economics and Statistics Division, and co-editor of The Global Innovation Index (GII), World Intellectual Property Organization (WIPO)- Dr. Pierre El Khoury, IP Specialist Lawyer, Law School Professor, and Director of the Lawyers Institute at the Beirut Bar Association (Lebanon) Moderator: Joelle Yazbeck , Executive Coordinator, ICC-ESCWA Centre of Entrepreneurship
13.40-14.15 Beirut time GMT+3; CET+1	Panel Discussion – Success Stories: IP for Promoting Innovations and SMEs Panelists: <ul style="list-style-type: none">- Souad Boussaid, Technology Transfer Manager, National Agency for Scientific Research Promotion (Tunisia)- Dr. Mohamed Hegazy, Senior Legal Advisor, Chamber of Communications and Information Technology (Egypt)- Dr. Mamoun Taher, Founder & CEO, Graphmatech (Syria) Moderator: Dr. Mohamad Nawar Alawa , Regional Adviser on Technology for Development, ESCWA
14.15-14.35 Beirut time GMT+3; CET+1	Presentation – WIPO IP Diagnostics Tool Demo Talia Bally , Program Support Officer, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IIES), World Intellectual Property Organization (WIPO)
14.35-14.45 Beirut time GMT+3; CET+1	Q&A Closing

Speaker Profile



Catherine Foster

Lead, ICC Centre of Entrepreneurship, International Chamber of Commerce

Catherine Foster is the Lead of the ICC Centre of Entrepreneurship in the Global Partnerships & Development department at the International Chamber of Commerce (ICC), the world business organization. Catherine has worked at the International Chamber of Commerce for the past 14 years and is currently managing the global implementation of the ICC Centre's of Entrepreneurship, which supports the next generation of entrepreneurs and SMEs.



Kareem Hassan

Executive Director, ESCWA Technology Centre for Development

Before that, Kareem Hassan was the Director of Youth and Innovation Program at the Global Institute for Water, Environment, and Health (Switzerland), and the Managing Director of BENAA Foundation (Egypt).

Besides, he had an intensive academic career as a lecturer and researcher at Zewail University for Science and Technology (Egypt), King Saud University (Saudi Arabia), the University of Duisburg-Essen (Germany), the American University in Cairo (Egypt), and the Swiss Federal Institute of Aquatic Science and Technology (Switzerland).

Kareem got his Bachelor of Agricultural Engineering at Ain Shams University (Egypt), Master of Environmental Engineering at the American University in Cairo, and Project Management Program for Sustainable Development at Cewas (Switzerland).

Kareem has led more than 50 projects in the fields of Technology and Sustainable Development. In addition to leading four social enterprises and winning several international awards.



Dr. Sacha Wunsch-Vincent

Head of Section, Economics and Statistics Division, and co-editor of The Global Innovation Index (GII), World Intellectual Property Organization (WIPO)

Dr. Sacha Wunsch-Vincent is Head of Section, Economics and Statistics Division, and co-editor of The Global Innovation Index (GII) at the World Intellectual Property Organization (WIPO).

He joined WIPO as Senior Economist in 2010 to help set up WIPO's economics work under the Chief Economist, including the World Intellectual Property Report and the GII.

Before joining WIPO, he was an Economist and Co-Leader of the Innovation Strategy Project at the OECD Directorate for Science, Technology and Industry. Prior to that, he was the Swiss National Science Fellow at the Berkeley Center for Law and Technology, University of California, Berkeley and the Peterson Institute for International Economics, Washington, D.C.

He is currently preparing *Harnessing Public Research for Innovation in the 21st Century: An International Assessment of Knowledge Transfer Policies*, a book with Anthony Arundel and Suma Athreye for the Cambridge University Press.



Dr. Pierre El Khoury

IP Specialist Lawyer, Law School Professor, and Director of the Lawyers Institute at the Beirut Bar Association

Pierre is a practicing lawyer registered at the Beirut Bar Association. He serves as a judiciary expert in many national and international projects. Dr. El Khoury is the Director of the Lawyers Institute at the Beirut Bar Association in Lebanon. Since 2010, he has been an independent consultant with the WIPO - UN lecturing and training in IP in many countries mainly in the Middle East, Africa and Eastern Europe. In addition, he is a law professor teaching IP and ICT laws at the Law School Master degree. He has written and published numerous articles on a wide range of legal and interdisciplinary subjects, mainly in the IP and ICT field. El Khoury holds a Ph.D in Intellectual Property and a Master degree from the Université de Montpellier in France, an LL.M in ICT Law from the Université de Montréal, Canada, and a BA. from the Lebanese University.



Joelle Yazbeck

Executive Coordinator, ICC-ESCWA Centre of Entrepreneurship

Joelle brings a unique blend of expertise in entrepreneurship development and startups support & growth, having played an active role building the regional ecosystem. She also has a deep understanding of strategic marketing and helped develop digital-first strategies for small businesses to create engaging and impactful customer experiences.

Launching her career in entrepreneurship within the non-profit sector, Joelle had led the Pan Arab chapter of the MIT Enterprise Forum delivering vision, strategic direction, and strong leadership to the overall organization. Her skill set lies in people management, business development, fundraising and partnerships, and her work culminated in building the first program connecting MENA startups to Silicon Valley resources.

Joelle’s passion and talent for creating opportunities from an early stage led her to a leading role in the corporate world. She successfully developed and built the retail marketing department for a growing bank. She was specifically involved in digital transformation, growing her skill set to include communication, marketing automation, customer relationship management and cross-functional teams’ management.



Souad Boussaid

Technology Transfer Manager, National Agency for Scientific Research Promotion

Souad BOUSSAID is a Tunisian women. Holder of an Engineer Diploma in Bio-Industry from the National Institute of Applied Sciences and Technology (INSAT) on February 2003. She has a Master degree in Quality Management from the Faculty of Pharmacy of Monastir (FPM). She is in charge of Technology Transfer Offices at the National Agency for Scientific Research Promotion (ANPR). Coordinator of several national and international projects related to technology transfer and commercialization of research results such us ESCWA project (NTTO :2017-2018), Launch your start up edition (2020-2021), INTECMED (Incubators for innovation and Technological Transfer in the Mediteranean region :2021-2023) and PPI4Med

(Technological Transfer and Commercialization of Public research through PPI in the Mediterranean region :2021-2023). She is Certified in valorization and relationship between research and industry from the Technological University of Compiègne (UTC) :2018. Certified in Industrial Property (CAPI) from the INPI :2018. Certified in Prior Art Search Strategies and Drafting from WIPO in 2019. Souad is the focal point of the Commercial Law Development Program (CLDP: US) to promote a technology transfer ecosystem in Tunisia from 2013 till now. Souad was a jury member in several national innovation competitions. Expert in technology transfer, intellectual property and entrepreneurship. Certified in setting up clusters by the Japan International Cooperation Agency (JICA) in 2015. Member of several technology development and transfer committees at (MESRS). Certified in innovation policy from the Institute of Technological Sciences (STEPI) of the Korean Republic. Temporary teacher in intellectual Property at Tunisian National school of Engineering (ENIT) in 2021.



Dr. Mohamed Hegazy

Senior Legal Advisor, Chamber of Communications and Information Technology

Dr. Hegazy is a leading legal and public policy expert in the fields of intellectual property, information technology, telecom and media.

Dr. Hegazy has extensive regional and international experience as a project expert with the EU, OECD, WIPO, and ESCWA. He also works as a legal/business consultant for the General Union of Chambers of Commerce's division of digital economy and technology. He is also the Egyptian Industries Federation's senior

legal advisor for the Chamber of Information and Communications Technology.

As a highlight to his extensive experience and profound legacy, Dr. Hegazy served as the Head of the Legislative & Legal Committee at the Ministry of Communications and Information Technology. In addition to that, he was the Head of the Intellectual Property Rights Office at ITIDA.

During his tenure at MCIT's Legislative Committee, and in support of Egypt's ambitious digital transformation strategy, Dr. Hegazy drafted, and negotiated with national stakeholders several critical legislative/regulatory frameworks including cybercrime law and its executive regulations; data protection Law; amendments to the e-signature executive regulations. He also drafted the Prime Minister's decision to establish the supreme council of artificial intelligence, as well as the amendments of the intellectual property rights law.

Dr. Hegazy has an extensive experience on both the international and regional level as he works as an expert in different projects with EU, OECD, WIPO and ESCWA. In addition to that his contribution as a legal/Business consultant with the digital economy and technology division of the General Union of Chambers of Commerce; and The Chamber of Information and Communications Technology in the Egyptian Industries Federation.

Dr. Hegazy has a comprehensive experience in developing curriculums, materials and conducting capacity building programs in the fields of intellectual property, cybercrimes, privacy, and digital evidence, etc. He is also a lecturer and instructor in the Egyptian Police Academy, the Arab Academy for Science and Technology, Faculty of Mass Communications in Cairo University, the National Judicial Studies Center, and others. In addition to that, he is a certified data protection officer, a certified lead auditor, lead implementer for information security and a certified privacy management expert.



Dr. Mamoun Taher
Founder & CEO, Graphmatech

Dr. Mamoun is an awards winning inventor and entrepreneur. He has background in nanotechnology with double master's degree in advances materials science engineering and PhD degree in chemical engineering from Germany and Sweden.

In 2017 Dr. Mamoun has invented and patented Aros Graphene, a new graphene material and founded Graphmatech Company based on his invention. Four years later, Graphmatech has grown to 20 employees, with a headquarter, lab and production facility in Uppsala, Sweden, and projects in 16 different countries.

Today, Dr. Taher acts as Chief Executive Officer (CEO), Technology Chief Officer (CTO) and Board member of technology and innovation centers (SIO Grafen and Battery Sweden)

Dr. Mamoun is also a strategic advisor and public speaker about innovation, entrepreneurship, sustainability, and nanotechnology.

When not at work or inventing with graphene in the lab, Dr. Mamoun likes to spend his free time with his family, supports innovation and startups ecosystem, reading books and gardening.



Dr. Mohamad Nawar Alawa
Regional Adviser on Technology for Development, ESCWA

Dr. Mohamad Nawar Al-Awa is the Regional Adviser on Technology for Development at UN-ESCWA, since 2013. He has more than 25 years of professional, academic and research experience.

Dr. Al-Awa has been working on digital technologies for sustainable development, including digital transformation policies, e-services, innovation and new technologies and the related capacity building issues for several years.

He provided multiple advisory services and conducted numerous capacity building workshops in ESCWA member states. Previously, he served as an advisor to UNDP-Government Service Reform and modernization project (UNDP-GSR) in Syria and as consultant to International Telecommunication Union (ITU).

In Academia, Dr. Al-Awa was as Associate Professor at the faculty of Information Technology engineering at Damascus University. He served as Dean of the faculty for four years (2005-2009), and Editor-in-Chief of Damascus University Journal for Engineering Sciences for four years (2009-2013). He lectured in several public and private universities.

Dr. Al-Awa has a Ph.D. in Computer Engineering from National Polytechnic Institute of Grenoble (INPG) in France (1995), a Master degree (DEA: Diplôme d'Etudes Approfondies) in Electronic Systems from INPG-France (1991), and a Computer Engineering degree from Higher Engineering School for Electronics and Communications of Grenoble (ENSERG) in France (1991).

He has multiple research papers, published in national and international Journals, as well as several textbooks in Technology development, Computer Systems, and Information and Communication Technology.



Talia Bally

Program Support Officer, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IIES), World Intellectual Property Organization (WIPO)

Talia Bally is a Swiss-trained Lawyer with specialization in Intellectual Property and Trade Law. She studied in both Switzerland and in the United-Kingdom before working as a research and teaching assistant in the University of Geneva. After working in a Swiss law firm for two years, she launched a startup of wall art in 2018 and worked for the International Olympic Committee. She recently joined the World Intellectual Property Organization as a Program Support Officer in the IP for Business Division which is, amongst others, in charge of supporting SMEs in their IP strategy. Her fields of expertise are Trademarks and Design Law as well as Copyright. She is now in charge of introducing the IP Diagnostic Tool in the French speaking countries Worldwide and in the Arab Region.