

# Public-private partnerships for green tech dissemination: What's next?

Wednesday, December 9, 2015, 13.00-14.50  
Grand Palais, Paris

Innovative green technologies are a viable solution to help to address climate change and achieve sustainable development. One challenge is to enhance the environment for innovation while enabling speedier diffusion of new green technologies to all parts of the world, including to developing countries where the need is particularly great. However, there are a range of roadblocks to successful innovation and diffusion of green technologies – like lack of expertise, know-how, market reach, funding and more. Increased collaboration between public and private is needed to overcome some of these barriers and create successful technology transfer examples in order to accelerate diffusion. Launched in November 2013 to address these issues, WIPO GREEN is an interactive marketplace that connects technology and service providers with those seeking innovative green solutions.

Organized by the Institut National de la Propriété Industrielle (INPI)  
in collaboration with the World Intellectual Property Organization (WIPO)



**The event will bring together representatives working on green technology for development from industry, academia, government etc.**

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### **Welcome remarks**

by **Yves Lapierre**, Directeur général, Institut national de la propriété industrielle, France

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### **A high-level panel**

will discuss challenges and opportunities for the dissemination of green technology when building partnerships across the public and private sector. The following questions will be discussed:

- How can public-private partnerships help improve the environment for the diffusion of green technology?
- Why are public-private partnerships efficient and what can be learnt from other industrial sectors?
- What are some of the best practices conducive to long term relationships?
- How can we increase the likelihood of grant funding, as well as equity, investments and debt funding?

Speakers from the WIPO GREEN Network will be present:

- **Edward Mungai**, Chief Executive Officer, Kenya Climate Innovation Center
- **Omer Hizioglu**, Legal Counsel and Licensing Executive, Diffusion Capital Partners, Turkey
- **Yonggang Du**, Senior Director of Global R&D Centers Operation, Haier, China

The panel will be co-moderated by **Anatole Krattiger**, Director, Global Challenges Division, WIPO, and **Anja von der Ropp**, Program Officer, Global Challenges Division, WIPO

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### **Discussion**

with clean tech SMEs and the broader audience

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### **Concluding comments**

by **Adil El Maliki**, Directeur général, Office Marocain de la propriété industrielle et commerciale, Morocco