



# INTELLECTUAL PROPERTY, MANAGING GREEN TECHNOLOGIES AND CCMT

**10-11 OCTOBER 2018**

Bocconi University  
Milano

**FOR INFORMATION**

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**ONLINE REGISTRATION**

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Organized by

LL.M. IN LAW OF INTERNET  
TECHNOLOGY

**10 OCTOBER**

ROOM N07 piazza sraffa 13

**9:30AM**

**WELCOME ADDRESSES**

ENRICO LUZZATTO Representative European  
Patent Academy, EPO  
LAURENT MANDERIEUX Bocconi University

**PATENTS, TECHNOLOGY AND THE  
ENVIRONMENT: CHALLENGES AND  
OPPORTUNITIES - FROM THE ATHENS  
2017 CONFERENCE TO THE MILAN 2018  
CONFERENCE: WHERE DO WE STAND?**

LAURENT MANDERIEUX Bocconi University

**10:15AM**

**SESSION I**

**THE ECONOMIC FRAMEWORK OF GREEN  
TECHNOLOGIES AND IP**

**INSTITUTIONAL PERSPECTIVES ON GREEN  
TECHNOLOGY PROTECTION: THE EPO  
EXPERIENCE AND LATEST INTERNATIONAL  
TRENDS**

ILJA RUDYK Chief Economist Office, EPO

**11:00AM**

**COFFEE BREAK**

**11:15AM**

**CASE STUDY**

**THE BUSINESS PERSPECTIVE: LEVERAGING  
ON IP FOR THE DEVELOPMENT AND  
PROTECTION OF GREEN TECHNOLOGIES**

VALERIO NATALIZIA SMA South Europe  
(Greece, Italy, Portugal, Spain, Turkey)

**INNOVATION AND REGULATION IN GREEN  
TECHNOLOGIES: SEGMENTED SECTORAL  
APPROACHES**

NICOLETTA CORROCHER Bocconi University

**12:45PM**

**LUNCH**

**2:30PM**

**SESSION II**

**PROTECTING CCMT AND PROMOTING  
ENVIRONMENTAL POLICIES IN EUROPE  
AND IN THE WORLD**

**PROTECTING CCMT IN EUROPE**

ENRICO LUZZATTO EPO

**INTEGRATING TECHNOLOGICAL  
INNOVATION IN ENVIRONMENTAL  
POLICYMAKING**

SHARDUL AGRAWALA OECD

**4:15M**

**COFFEE BREAK**

**4:45PM**

**SESSION III**

**GOOD PRACTICES IN PROTECTING OF  
CCMT**

**CASE STUDIES THE BUSINESS**

**PERSPECTIVE: SOLAR INNOVATION AND  
PATENT PROTECTION, CHALLENGES AND  
REWARDS, CLASSICAL BUSINESS MODELS**  
PAOLO CASINI ABB (Switzerland /Sweden /  
USA)

**FROM SMALL COMPANIES TO BIG PLAYERS**

MARCO BIANUCCI Solbian

**MANAGING PATENTS IN THE CLEAN  
ENERGY SECTOR: GOOD PRACTICES  
BETWEEN IP AND COMPETITION**

ALESSANDRA SALGADO International  
Renewable Energy Agency (IRENA), Bonn

**8:30PM**

**CONFERENCE EVENING EVENT**

**KEYNOTE SPEAKER**

ARTHOUROS ZERVOS Renewable Energy  
Policy Network for the 21<sup>st</sup> Century (REN21);  
Professor, National Technical University of  
Athens



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**11 OCTOBER**

DEUTSCHE BANK ROOM (AS02)  
via Röntgen 1

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**9:30AM**

**SESSION IV**

**PROTECTING CCMT IN INTERNATIONAL  
TRADE AND INNOVATION LAW**

**IP, CLIMATE CHANGE AND ENERGY: THE  
POST-PARIS AGREEMENT FRAMEWORK**

MIRIAM ALLENA Bocconi University

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**10:15AM**

**COFFEE BREAK**

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**10:30AM**

**CLEAN TECHNOLOGIES AND IP TRADE:  
THE WTO PERSPECTIVE**

ANTONY TAUBMAN World Trade  
Organization WTO

**INTERNATIONAL TRADE AND INVESTMENT  
RENEWABLE ENERGY-DISPUTES: TRENDS  
AND PROSPECTS**

GABRIELE GAGLIANI Bocconi University

**INNOVATION IN THE FIELDS OF CLEAN  
ENERGY / GREEN TECHNOLOGIES, AND  
CLIMATE CHANGE: THE ACTION OF WIPO**

EDWARD KWAKWA World Intellectual  
Property Organization WIPO

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**2:30PM**

**SESSION V**

**WHICH FUTURE FOR GREEN  
TECHNOLOGIES REGULATION?**

**CASE STUDIES CONTRASTING OR  
CONVERGING INTERCONTINENTAL VIEWS  
ON THE IP PROTECTION OF TECHNOLOGY**

ANTONIO RUTA Technical Service Manager,  
Jinko Solar China

**ROUNDTABLE**

**TECHNOLOGICAL CONVERGENCE AND IP**

**Moderator** ROBERTO RIZZO United Nations /  
EU funded Sustainable Energy for All (SE4ALL)  
Initiative

**Participants**

VALERIO NATALIZIA SMA South Europe  
(Greece, Italy, Portugal, Spain, Turkey)

ANTONIO RUTA Technical Service Manager,  
Jinko Solar China

ALESSANDRA SALGADO International  
Renewable Energy Agency (IRENA)

ARTHOUROS ZERVOS Renewable Energy  
Policy Network for the 21<sup>st</sup> Century (REN21);  
Professor, National Technical University of  
Athens

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**THE FUTURE OF GREEN TECHNOLOGIES**

ENRICO LUZZATTO Representative European  
Patent Academy, EPO

LAURENT MANDERIEUX Bocconi University

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**12:45PM**

**LUNCH**