



International
Trade
Centre



Global Entrepreneurship Week 2014

Thursday, 20 November 2014

Palais des Nations, Room E2070/72 (9:30-17:30)

UNCTAD/WIPO/ITC Training Workshop on

Creativity, Innovation and Intellectual Property

To celebrate the Global Entrepreneurship Week, UNCTAD, WIPO and ITC will organize a training workshop for youth aimed at unleashing their creativity, innovation and entrepreneurial spirit. It will include presentations, coaching and group activities on key youth entrepreneurship competencies, such as: creativity, leadership, teamwork, innovation and communication.

9:30-10:00	Introduction	Welcome by UNCTAD and WIPO. All participants introduce each other in pairs. Key rings ice breaker.
10:00-11:30	Creativity: Design Thinking	UNCTAD will do a presentation on key creativity competencies and behaviours. The exercise "Design thinking" will facilitate interaction in groups.
<i>Coffee Break</i>		
11:45- 12:30	The Marshmallow Challenge	UNCTAD will coordinate a group exercise aimed at stimulating creativity, leadership and teamwork. The session will be based on UNCTAD's behavioural methodology on youth entrepreneurship training.
<i>13:00-14:30 Networking Lunch at ITC</i>		
15:00-16:00	The Role of Intellectual Property Management in Enhancing the Competitiveness of Enterprises, especially SMEs	Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, Innovation Division, World Intellectual Property Organization (WIPO)
<i>Coffee Break</i>		
16:15 - 17:30	Case Study and Group Discussion on Intellectual Property Management	Ms. Lien Verbauwhede, Senior Program Officer, Small and Medium-sized Enterprises (SMEs) Section, Innovation Division, World Intellectual Property Organization (WIPO)

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