

## **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.

10:00-11:30Creativity: Design Thinkingparticipants introduce each other in pairs. Key rings ice breaker.10:00-11:30Creativity: Design ThinkingUNCTAD will do a presentation on key creativity competencies and behaviours. The exercise "Design thinking" will facilitate interaction in groups.11:45-12:30The Marshmallow ChallengeUNCTAD 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.13:00-14:30 Networking Lunch at ITCMr. Anil Sinha, Head, Small and Medium-sized Enterprises, especially SMEs15:00-16:00The Role of Intellectual Property Management in Enterprises, especially SMEsMr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, Innovation Division, World Intellectual Property Organization (WIPO)16:15 - 17:30Case Study and Group Discussion on Intellectual Property ManagementMs. Lien Verbauwhede, Senior Program Officer, Small and Medium-sized Enterprises (SMEs) Section, Innovation Division, World Intellectual Property Management	9:30-10:00	Introduction	Welcome by UNCTAD and WIDO All	
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For more information please contact Alejandro Rubias at: <u>Alejandro.RubiasHernandez@unctad.org</u>. To register please contact Peter.Navarrette at: <u>Peter.Navarrette@unctad.org</u>