

World Intellectual Property Report 2026 Technology on the Move

Launch organized by the World Intellectual Property Organization (WIPO), followed by a panel discussion on **industry insights into technology diffusion**

Tuesday, February 17, 2026
2 p.m. to 3.30 p.m.
WIPO Conference Hall
34, chemin des Colombettes, Geneva

To find out more about the World Intellectual Property Report, visit wipo.int/wipr

Register online



Generative AI went global in days. Other technologies took decades. Why?



The *2026 World Intellectual Property Report – Technology on the Move* tackles one of the most fundamental questions behind economic development: how new technologies spread – or fail to spread – across firms, households and economies. Invention is only the starting point. What ultimately matters is whether technologies are adopted and used at scale.

The report draws on extensive historical evidence on the diffusion of technologies over the past 250 years, new analysis of patent and scientific publication data that maps how technological knowledge flows across the world, and three in-depth case studies on digital, clean and agricultural technologies. Together, these perspectives offer fresh insight into why some technologies – including today's AI-driven advances – travel fast, while others move slowly, and what this implies for policies seeking to turn technological change into sustained economic development.

Published every two years, the *World Intellectual Property Report* offers fresh insights into the role of innovation in market economies and, in doing so, fosters evidence-based policymaking. Each edition focuses on specific trends in an area of intellectual property.



Program

2 p.m. – 2.10 p.m.

Opening remarks

Mr. Marco M. Alemán, Assistant Director General, IP and Innovation Ecosystems Sector (IES), World Intellectual Property Organization (WIPO), Geneva

2.10 p.m. – 2.45 p.m.

Keynote on Technology Diffusion of Generative AI

Keynote speaker: **Mr. Fabien Curto Millet**, Chief Economist, Google LLC, San Francisco, United States of America

Moderator: **Mr. Carsten Fink**, Chief Economist, Department for Economics and Data Analytics (DEDA), IES, WIPO, Geneva

2.45 p.m. – 3 p.m.

Presentation of the World Intellectual Property Report 2026

Innovation Economy Section Team, DEDA, IES, WIPO, Geneva

3 p.m. – 3.20 p.m.

Panel on Technology Diffusion: Industry Viewpoint

Panelists: **Ms. Mildred Nadah Pita**, Vice President, Head Public Affairs Sustainability Africa, Bayer East Africa Ltd., Nairobi, Kenya; **Mr. Michael Maas**, Chief Executive Officer, Zimi Charge Pty Ltd., Stellenbosch, South Africa; **Mr. Icaro Leonardo Da Silva**, Director of Technical Analyses (IPR and Licensing), Ericsson, Stockholm, Sweden

Moderators: **Ms. Intan Hamdan-Livramento**, Senior Economist, DEDA, IES, WIPO, Geneva; **Ms. Maryam Zehtabchi**, Economic Officer, DEDA, IES, WIPO, Geneva

3.20 p.m. – 3.30 p.m.

Discussion and final remarks

Open Floor and virtual moderated questions

3.30 p.m.

Reception

Meet the panelists and authors of the World IP Report for informal Q&A (onsite only)

Speakers



Mr. Fabien Curto Millet

Chief Economist, Google LLC, San Francisco, United States of America

Mr. Fabien Curto Millet is Google's Chief Economist, based in San Francisco. The team he leads develops economic insights to guide business decisions across Google, decodes the macroeconomic environment, engages with regulators and policymakers, and pushes the frontier of thought leadership on issues at the intersection of technology and economics. An area of recent focus has been the economic impact of AI developments and their multifaceted consequences for the future of work and societies globally. He was educated at Oxford University, obtaining his Doctorate in Economics in 2006, and was a Lecturer in Economics at Balliol College, Oxford. He is a Member of the Council on Foreign Relations.



Ms. Mildred Nadah Pita

Vice President, Head Public Affairs Sustainability Africa, Bayer East Africa Ltd., Nairobi, Kenya

Mildred Nadah Pita is Vice President and Head of Public Affairs Sustainability for Africa at Bayer, based in Nairobi, Kenya. She leads strategic engagement on policy, sustainability, and corporate reputation across the African continent, working closely with governments, partners, and communities. With extensive experience in public affairs and sustainable development, she is committed to advancing inclusive growth, responsible innovation, and long-term solutions in health and agriculture that support Africa's development priorities.



Mr. Michael Maas
**Chief Executive Officer, Zimi Charge, Stellenbosch,
South Africa**

Michael Maas is a mission-driven engineer and entrepreneur dedicated to navigating the South African logistics sector through the 2030 energy transition. With a background in mechatronic engineering and years of experience building digital products for global markets, Michael founded Zimi to solve the "readiness gap" in EV infrastructure.

A frequent speaker at the Smarter Mobility Africa Summit and a guest on the TechCentral Show, Michael specializes in translating complex energy data into actionable supply chain resilience. He is a vocal advocate for "Energy as a Service," helping firms decouple their growth from fossil fuel volatility.



Mr. Icaro Leonardo Da Silva
**Director of Technical Analyses (IPR and Licensing),
Ericsson, Stockholm, Sweden**

Icaro Leonardo Da Silva is Director of Technical Analyses within Ericsson's IPR and Licensing. He works in licensing negotiations, litigation projects and portfolio development for Standard Essential Patents – SEPs, in particular the Ericsson's 5G portfolio. With a vast experience in 3GPP Standardization, Icaro is among the most prolific inventors within Ericsson, being awarded as Ericsson Inventor of the Year in 2019 for his contributions to the 5G standard. During 5G standardization in 3GPP, he represented Ericsson, having actively contributed to drafting 5G technical specifications. In the recent years, he has also been quite active in policy debates in Brazil on SEPs and FRAND licensing, being in panels and conferences with public officials, judges and law firms. He is from Fortaleza – Brazil, and has a Master and Bachelor in Electrical Engineer from the Universidade Federal do Ceara (with an exchange period at Centrale Lyon, France). Icaro remains an active inventor, working part time in R&D and developing concepts for the upcoming 6G standard.