



NARESH NANDAN PRASAD, EXECUTIVE DIRECTOR & CHIEF OF STAFF, WIPO (SWITZERLAND)

Mr. Prasad is a member of India's premier civil service, the Indian Administrative Service, and has close to 30 years experience in various assignments at the National and International levels. Mr. Prasad has 15 years experience in the field of Industry and Commerce and has served in the Indian Ministry of Commerce and Industry for over 10 years, the last four as India's focal point for intellectual property issues. Mr. Prasad has also served for three years in the United Nations Industrial Development Organization (UNIDO) in Vienna, Austria. He was India's chief negotiator for intellectual property matters in several bilateral and multilateral fora. Mr. Prasad holds a double Masters degree in Arts and Economics and was educated at the prestigious St. Stephen's College in Delhi University.

Experience and Achievements

Mr. Prasad commenced his career in the IAS and had **extensive policy and implementation experience at the grassroots level** through postings to five Districts each with a population of 4 – 5 million in the States of Tamil Nadu and Uttar Pradesh. As a District Officer, he was ultimately responsible for administration and governance in these Districts and his specific duties entailed delivering development assistance, maintenance of law and order and revenue collection amongst other responsibilities.

Mr. Prasad has extensive experience in the field of **urban development**. For two years, he served as the Chief Executive Officer of the Development Authority of the fifth largest city in India, Kanpur, managing a staff of over 2,000. A key achievement was floating the first ever Infrastructure Bond issued by a development authority which led to a reorganization of the Authority's finances based on an A+ credit rating from India's leading ratings agency.

Mr. Prasad has considerable **experience in rural development**. He served for 3 years as the Chief Executive Officer of one of the most sensitive and important Districts in India, Aligarh (population four to five million). In this role, Mr. Prasad was responsible for all aspects of development, from health, sanitation and infrastructure to water, forestry, energy and education. In recognition of his achievements in Aligarh, Mr. Prasad was awarded the prize for best performing district in Uttar Pradesh in promoting renewable energy.

Mr. Prasad has **high-level administration and policy development and coordination experience**. He worked for three years in the Office of the Chief Minister of Uttar Pradesh (India's largest State with a population at that time of around 120 million) and received the award for Outstanding Civil Servant of the Year in 1991. In recognition of his administrative achievements, Mr. Prasad was appointed the Secretary of the State of Uttarakhand. In this role, he was involved in the creation and coordination of policy making and the installation of administrative structures in this newly created State of over 8 million people. He was directly responsible for Industrial Development, Information and Public Relations, Tourism and Culture, Sports and

Labour issues. His contributions to the State were acknowledged through being given three national awards for tourism promotion and under his leadership, Uttarakhand was declared the best tourist destination in India.

Following from his experience at the District and State levels, Mr. Prasad **served with distinction for 10 years with the Union Government of India** (Joint Secretary and Director levels in the Ministry of Commerce and Industry) obtaining **expertise on intellectual property issues**. He was India's chief intellectual property negotiator in the World Intellectual Property Organization (WIPO) and the World Trade Organization (WTO). In addition, he was responsible for intellectual property negotiations at the regional level and at the bilateral level he managed India's relations with the US, EU countries and with the European Patent Office. Mr. Prasad implemented India's modernization of its intellectual property infrastructure – through the creation of new, modern intellectual property offices throughout the country, updating legislation and establishing the National Institute of Intellectual Property Management.

Mr. Prasad has **extensive multilateral experience**. With the Ministry of Commerce and Industry, he was India's focal point for the United Nations Industrial Development Organization (UNIDO), the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) and the Asian Productivity Organization (APO). As part of India's economic liberalization in the early 1990s, Mr. Prasad organized the first Investment and Technology Market attracting Foreign Direct Investment to India. In 1995, he was responsible for organizing the Global Forum on Industry that dealt with, among other issues, global level industrial partnerships and competitiveness and its relationship to technology. Mr.. Prasad has served with the United Nations, working for three years for UNIDO as coordinator for investment and technology promotion for the Asia Pacific region.