

FROM IDEA TO MARKET: THE CASE OF A BANANA VALUE CHAIN INCUBATOR

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African Role Model in Modernizing African Food Systems-awarded
by IFAD,SU,UP,MSU & MUK.(2013)



IMPORTANCE OF IP IN INNOVATION PROMOTION & ITS EXPLOITATION: ROLE OF PUBLIC POLICY

- **Content**
- Introduction
 - IP Value
 - Innovations
 - IP promotion
 - IP exploitation
 - IP public policy



"FROM COTTAGE TO INDUSTRY"

- An idea came to mind to solve a huge societal challenge/problem. The main challenge was to ease transportation of bulky green bananas by 40% (peels and stocks) and deliver 60% to final end user (consumer), save fuel of trucks, reduce urban garbage accumulation and avail ready to cook product to households without using common child labour (house girls) for peeling. Technical and scientific approach of machine peeling and inactivating spoilage enzymes had to be sought. It made a success by acquiring a Patent and US FDA certification.



INTELLECTUAL PROPERTY OVERVIEW

- Introduction
- Patents
- Industrial Designs
- Trademarks
- Copyrights
- Trade secrets



INTRODUCTION

- Intellectual Property
 - Rights for intangible creations of the mind
 - Corporate assets
 - Recognized by national laws and international treaties
 - Comprises industrial property and copyright



INTRODUCTION

- Industrial Property
 - Intangible assets created for advancing technology, industry and trade
 - Protection for inventions, industrial designs, trademarks, geographical indications, plant varieties, mask works for integrated circuits, etc.
 - Suppression of unfair competition, including protection of trade secrets



PATENTS

○ Patents

- Intellectual property rights to owner of invention
 - No rights in the absence of a filed application
- Patent term generally 20 years from date of application filing
 - No enforceable rights until patent grants
- Confers certain rights during term of patent
 - Excludes others from exploiting invention within a specified territory



PATENTS

- Requirements for patenting:
 - Inventor/owner must apply
 - Granted to anyone who invents or discovers any new and useful
 - process, machine, article of manufacture
 - compositions of matter
 - improvements thereof
 - Patentable inventions must at least be novel & non-obvious (inventive step)
 - Some jurisdictions have additional requirements



COPYRIGHTS

○ Copyrights

- Protection provided to the creators of “original works of authorship”
 - Literary, dramatic, photographic, musical, artistic, and other works, both published and unpublished
- Protects expression of ideas rather than idea itself
- Right arises automatically at creation



INDUSTRIAL DESIGNS

- Protection for ornamental features associated with articles used in commerce
- Limited uniformity world-wide in requirements and scope of protection available
 - Design patents in some countries
- Protection of industrial design and patent protection not mutually exclusive in some countries



TRADEMARKS

- Type of Intellectual Property in the form of a word, name, symbol, or device used to mark goods
 - Indicates the origin of the goods
 - Provides public assurance
 - Distinguishes the goods from those of others



Mercedes-Benz

- Known as “service marks” when used in conjunction with a service



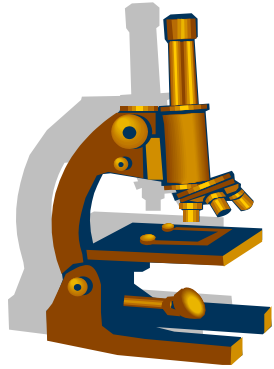
TRADE SECRETS

○ Trade Secrets

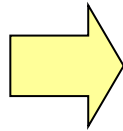
- Any information with independent economic value not in public domain
- Any information belonging to an entity that is neither readily known nor readily ascertainable outside the entity



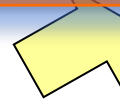
From Laboratory to Market - Innovations



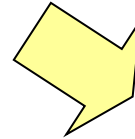
R&D



Patent application



Licensing



Start-up/ Spin-off



Commercialization

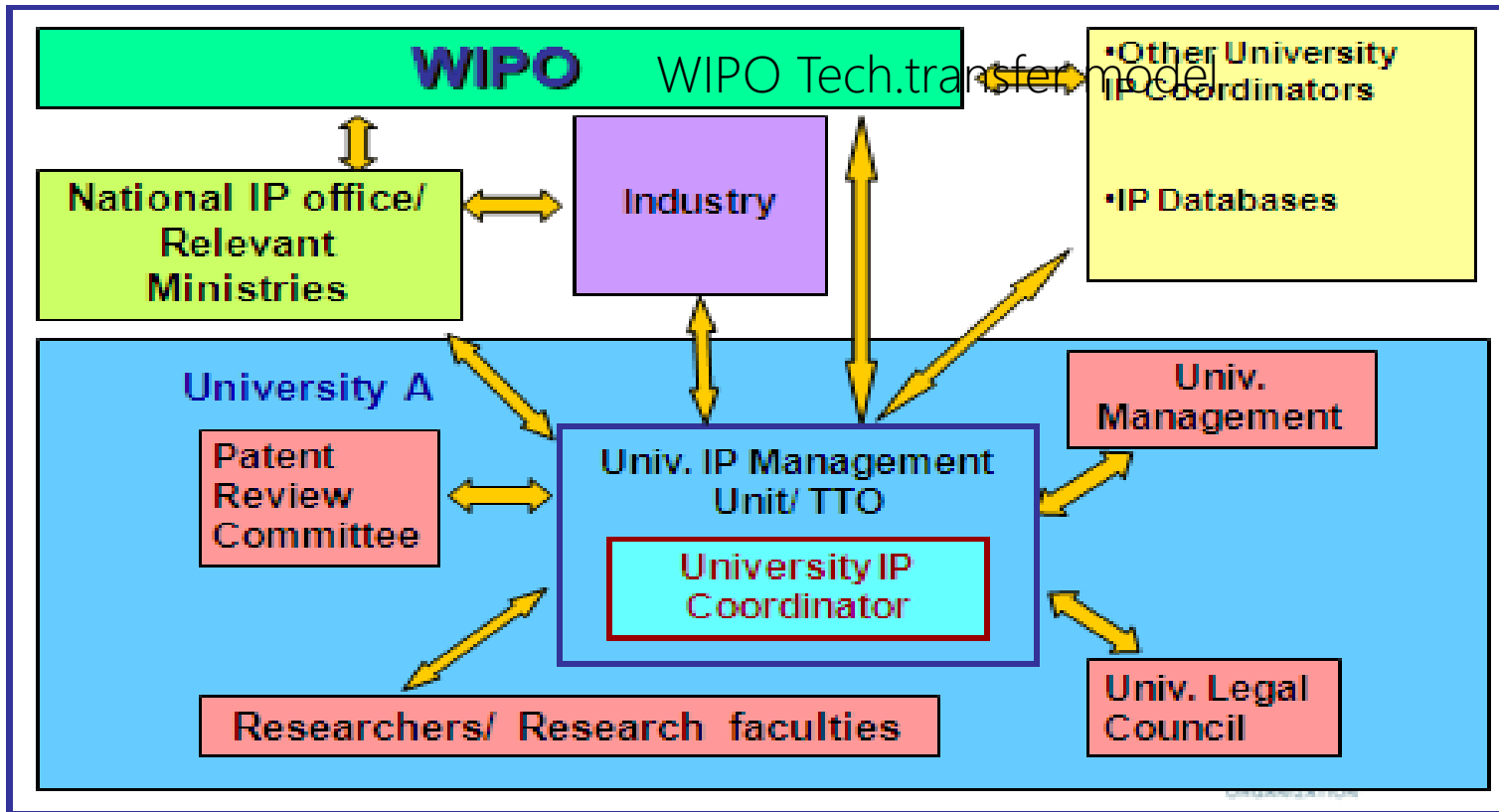
Technology Transfer

CREATION

PROTECTION

EXPLOITATION

WIPO University Initiative Infrastructure



APPLYING WIPO UNIVERSITY INITIATIVE

- KYU works with UIRI,UNCST,NARO,MUST
 - University IP & Tech Transfer Coordination
 - University Legal Office engagement-MOU
 - Industry-Private Sector Partnership
 - IP Policy in development
 - P-P-Partnership in licensing patented technology
 - Liaison with National IP Office-URSB
 - University involvement in IP management
 - Further research facilities-creation of Incubator/Innovation Centre and Science/Industrial Park





PLANTATION THAT LACKS MULCHES



GROWING MATOOKE





**GOOD HARVEST FROM MULCHED (STALKS & PEELS)
PLANTATION**



BULK TRANSPORTATION OF MATOOKE

(40% Waste of peels and stalks)



READY TO TRANSPORT BANANA FINGERS

DMC TRANSPORTING PICK-UP











Afri Banana Products Ltd (ABP)


2014

CERTIFICATE OF REGISTRATION

This certifies that
Afri-Banana Products (ABP) Ltd.
Uganda Industrial Research Institute
Kampala, 256
Uganda

is registered with the U.S. Food and Drug Administration pursuant to the Federal Food Drug and Cosmetic Act, as amended by the Bioterrorism Act of 2002 and the FDA Food Safety Modernization Act, such registration having been verified as currently effective on the date hereof by Registrar Corp.

U.S. FDA Registration No.: **18635513406**
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Russell K. Statman
Executive Director
Registrar Corp
Date: *December 14, 2013*
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THE PATENTS STATUTE, 1991



Certificate of Grant of Patent

In accordance with section 22 (1) of the Patents Statute, 1991, it is hereby certified

having the No. UP./P./07./00001..... has been granted to:

Name:
GEORGE WILLIAM BYARUGABA - BAZIRAKE

Address:
KYAMBOGO UNIVERSITY P.O.BOX 7181 KAMPALA

On the 23rd day of October 2009 one thousand n

Restaurant Depot

WHERE RESTAURANTS SHOP



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OPEN





BENEFITS FROM INNOVATIONS-IPASSET

- 1.FREVASEMA-Over 70 MT exported to USA bringing revenue UGX 1 billion to farmers,etc
2. Biodegradable bags-to replace polythene bags
- 3.Banana Juice and wine(Refer other paper)
- 4.Biogas-to reduce on charcoal(deforestation) use
- 5.Banana textiles and ornamentals-beads, etc
- 6.Charcoal briquettes,
- 7.Vinegar from banana waste
- 8.Enriched animal feeds formulated
- 9.Edible insects(nsenene) cookies with banana flour
- 10.TC banana disease-free seedlings against BWD,





GAS FROM PEELS BURNING







PRODUCTION OF FRESH VACUUM SEALED MATOKE AND OPTIMAL UTILIZATION OF BANANA WASTE

1.0 Introduction:

One particular fruit which has become the most important crop world wide is the banana. Uganda ranks second to India in world banana production with 1.5 million tons for India and 1.2 million tons for Uganda. The Uganda banana production ranges between 220-460kg per year according to ITA (International Trade Association) yet she ranks the 70th country in terms of total banana production. The banana is an African highland(AAA-EA genotype) locally known as Matooke and provides major food for over 10 million people in Uganda and provides major food for over 10 million people in urban population(Rubahaya,1991). Bananas and banana products contribute about 35% of total food consumption in Uganda. Matooke is usually transported in bulk to other parts of the country. Banana waste account for approximately 40% of total banana production. Matooke bulk transported, 40% of the total banana waste is used as manure, livestock feed and the rest is discarded to the environment.

FRESH PRODUCE OF UGANDA



VACUUM SEALED MATOKE



Afri Banana Products Ltd (ABP)



DR. G.W Bazirake explaining ABP Products to the President of Uganda



Afri Banana Products Ltd (ABP)



ABP wins a trophy at UMA Trade Fair

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THANK YOU FOR YOUR ATTENTION

