



Regional conference on intellectual property for women in agribusiness

Kigali, Rwanda,
May 15–17, 2023



Organized in collaboration with



République
du Rwanda



Concept Note

Executive Summary

Background, Objectives and Scope

The World Intellectual Property Organization (WIPO) in collaboration with the African Union Commission, the Government of the Republic of Rwanda, the Regional IP Organizations (ARIPO and OAPI), with the financial support of the Japan Patent Office (JPO) plans to organize a Regional Conference on Intellectual Property (IP) for Women in Agribusiness in Kigali, Rwanda, from May 15-17, 2023.

The main objective of the Conference is to raise awareness of African Women entrepreneurs in the field of agriculture on IP, and empower participants with tailor-made IP knowledge, tools and resources they need for their business to thrive. Participants will be provided with a platform to network with other women entrepreneurs in agribusiness, discuss and share experiences on the best practices and common challenges; interact with and learn from IP experts and express their IP-related needs.

This concept paper provides the context of the Regional Conference, the role of IP in agribusiness, and the possible contribution of WIPO to the development of an IP culture in agribusiness.

Context

Agriculture is the backbone of the economy of a number of African countries, especially in Sub Saharan Africa. Latest data from the World Bank show in concrete terms just how important the sector is to African economies. In Ethiopia, for example, the sector accounts for nearly 34 per cent of its GDP and 67 percent share of total employment. In Malawi, agriculture accounts for 23 per cent of the GDP, and provides employment to 77 per cent of the population. In the United Republic of Tanzania, agriculture contributes to about 26 per cent of the GDP, and employs about 65 per cent of the total labor force.¹ Similarly, agricultural exports dominate the African economies' export trade. According to the World Trade Organization (WTO), in 2022, agricultural products accounted for 82 percent, 93 percent, and 15 percent of merchandise export trade for Ethiopia, Malawi and Tanzania respectively.²

Small-scale subsistence farmers dominate the agricultural sector, accounting for the bulk of agricultural production, using low inputs and low output traditional practices, such as animal driven ploughshare and hand hoes. They depend mainly on rain, which can be irregular, causing drought or floods that often result in crop failure and adversely affect agricultural production. Women, who comprise more than 50 percent of the agricultural labor force and are involved in agribusiness, are key players in the

1 WTO (2022). Trade profiles report 2022. www.wto.org/english/res_e/booksp_e/trade_profiles22_e.pdf
2 WTO (2022). Trade profiles report 2022. www.wto.org/english/res_e/booksp_e/trade_profiles22_e.pdf

agricultural sector. However, they face a number of challenges. These include lack of ownership or control of land, access to finance, and market information. African women farmers merely take the price offered by the buyer due to lack of market information. Several African business-women are involved in the agricultural value chain, however, the yield is very little, as the agricultural products, including those that have intangible value, are marketed without differentiation.

Currently, the incorporation of African women in direct industrialization (Women in Processing) is minimal despite their strategic role in traditional food systems and having acquired artisanal skills compatible with labour-intensive food processing industries. Some of the processes and technologies they use and have adapted would accrue higher value if appropriately protected. There is also a positive correlation between gender equality, gross domestic product, economic competitiveness, and human development. Further, the OECD estimates that GDP will increase by 12% if participation rates for women were to reach those of men by 2030.³ It is important therefore to identify and redress policies including institutionalized structural barriers that impede women from fully participating in, and benefiting from, industrial development and technological change (UNIDO 2019). Addressing these barriers would strengthen the women entrepreneurship ecosystem in Africa, which is an important avenue to scale impactful solutions for job creation, plus meeting the national, regional, continental, and global obligations, especially those championed by the AU and focused on gender parity.

The Role of Intellectual Property

Intellectual property could play a role in addressing the challenges related to the low agricultural productivity and commercialization. Almost all African countries have intellectual property systems. However, intellectual property is little used. This is mainly due to lack of intellectual property awareness and capacity to use the IP system. Increasing agricultural productivity and enhancing marketing position of African women farmers and entrepreneurs engaged in the agriculture supply and value chain will create the possibility to:

- a. Create wealth through value addition and improve the living standards of families in Africa;
- b. Meet the United Nations Sustainable Development programs (no poverty (SDG 1), zero hunger (SDG2), good health and well-being (SDG 3), gender equality (SDG 5), and fostering economic growth (SDG 8));
- c. Contribute to the realization of the aspirations of the African Union Agenda 2063 (Aspirations 1 and 6) as well as the Comprehensive Africa Agricultural Development Program (CAADP) of the African Union, which sets a target of at least 6 per cent annual average growth rate for agriculture to meet the requirements of food by the growing population;
- d. Contribute to supporting regional initiatives such as the AUC initiative on African Women in Processing; the implementation of the AUC SMEs Strategy, and the African Development Bank Group (AFDB) Feed Africa: Strategy for Agricultural Transformation in Africa 2016-2025,
- e. Benefit from market opportunities created by regional and continental trade agreements such as the African Continental Free Trade Area (AfCFTA).

The Role of WIPO

WIPO has been involved in supporting African member states in the modernization of their intellectual property systems, enhancing IP awareness, building capacity and promoting the use of intellectual property as a tool for development. These assistances have began bearing fruits. There are a number of success stories, which demonstrate the significance of IP in improving the lives of Africans including women. Recent African examples include the provision of capacity building and training in the development of IP and Branding Strategies for indigenous producers of local goods. In Kenya and Botswana, the Taita county and Chobe District basket weavers have begun marketing their baskets using collective marks. The training and capacity building received by the women in these local communities resulted in the improvement of the quality

3 OECD (2019). www.oecd.org/eurasia/gendergapsineurasia.htm

of their products, increase in their income and a change in the living standard of their families. Thus, WIPO can play a role in addressing the challenges faced by African women entrepreneurs engaged in processing in the agricultural value chain. This requires raising intellectual property awareness and building the capacity of African women in agriculture.

Expected Outcomes

In light of the above, the expected outcomes of the Regional Conference are the following:

- Increased knowledge of African women in the agriculture value chain on the significance and relevance of IP in addressing the challenges of the agricultural sector, business growth and strengthening agribusiness competitiveness.
- Creation of an experience and information-sharing network amongst the African women in the agriculture value chain, including the African Women in Processing initiative.
- Explore the potential of initiating a pilot project to support women in agribusinesses to effectively use the IP system for product branding and commercialization.



Messages from Partners



World Intellectual Property Organization (WIPO)
Mr. Daren Tang, Director General

WIPO has a new vision to share with you – a vision of a world where innovation and creativity from anywhere is supported by intellectual property (IP), for the good of everyone. Our belief is that IP must support not only the most advanced economies but also the developing and least-developed economies. It must not only support the biggest companies, but also small and medium sized enterprises (SMEs). It must not be relevant to only a handful of IP technicians and experts, but be connected to the men and women in the street.

That is why this year, WIPO's theme for the World IP Day - *Women and IP: accelerating Innovation and creativity*, recognizes the contribution of women innovation and creativity to national and regional development goals. For Africa, in as much as agriculture remains the backbone of most economies, it is our desire to promote innovations in women led agribusinesses in Africa by helping them understand and use IP to take their ideas to the world.

This conference will empower participating agribusinesses to contribute not only to the macro-economic development of their countries, but also enhance their business competitiveness in the regional intra African trading space offered by the African Continental Free Trade Agreement and ultimately in the global market place.



African Union Commissioner for Economic Development, Trade, Tourism, Industry and Minerals
H.E. Amb. Albert Muchanga

The Africa Regional Intellectual Property (IP) Conference for Women in Agribusiness is a key event aimed at boosting innovation and creativity in Africa's agribusiness sector. Through networking, knowledge sharing, and keeping up-to-date with the latest IP rights trends, female agribusiness entrepreneurs and innovators will benefit from this conference.

The conference aligns with the goals of the African Union Commission and specifically the "African Women in Processing" (AWIP) Initiative, in which AUC envisions African Women in Processing [AWIP] coherently and successfully supported as startups, MSMEs and SMEs to leverage operational and technical resources, networks for ideas exchange, attracting investment

and accessing all the critical assets needed to drive an inclusive industrialization aligned to the AU aspirations towards the Africa We Want on inclusive economic growth. It is crucial to empower women in processing through innovation, value addition, and technology. Both AWIP and the conference focus on empowering women in agribusiness, and we anticipate the positive impact these initiatives will have on the continent.



African Regional Intellectual Property Organization (ARIPO)
Mr. Bemanya Twebaze, Director General

Women in agribusiness encounter various obstacles such as restricted access to land and finances, and discriminatory cultural norms and laws. Intellectual property (IP) can be a powerful tool in empowering women and guaranteeing that they gain from their innovations and creations in the agricultural industry. IP can assist them in overcoming some of the distinctive difficulties they confront and allow them to fully benefit from their ingenuity and dedication. Policymakers should encourage and facilitate IP rights for women in agriculture while providing legal and technical aid to maximize their prospects of prosperity.



Organisation Africaine de la Propriété Intellectuelle (OAPI)
Mr. Denis Bohoussou, Director General

In OAPI member states, similar to most African countries, women are the main actors in the production, processing and marketing of agricultural products. However, very few derive substantial economic value from this, let alone through the use of intellectual property. Women constitute only 20% of patent applicants at OAPI and not much more for trademarks and DMI. Today, through its actions, including the program to support States in registering geographical indications, OAPI is supporting the labeling of agricultural products, most of which are produced by women. Building agribusiness within the framework of groups can help women take advantage of this promising sector.



Japan Patent Office (JPO)
Mr. Futoshi Yasuda, Director-General, Trial and Appeal Department

It is said that there is still room for African women to play an active part in R&D and decision-making within the agricultural sector, in addition to their central and important role in farming. Moreover, greater appreciation and utilization of women's potential is key to the further development of agribusiness in Africa. It is very important to make effective use of the IPR system when developing new agribusiness. The IPR system protects innovations and brands, sustains continuous business development, and creates new agribusiness through the innovation cycle. I believe that the function of the IP ecosystem to incentivize innovation will accelerate agribusiness in Africa. The JPO will continue to cooperate with WIPO to provide support for Africa with respect to IP.

Program

Monday, May 15, 2023

08.00 – 09.00 **Registration of Participants**

09.00 – 09.35 **Opening Ceremony**

Master of Ceremony: Mr. Blaise M. Ruhima, Head of IP Office Division, Office of the Registrar General, Rwanda Development Board (RDB), Rwanda

Welcome addresses by

Madam Ron Osman, Head of Industry, Innovation and Minerals Division, African Union (AU), Ethiopia

Ms. Joy Zenz, CEO, African Women in Trade (AWT), Germany

Mr. Futoshi Yasuda, Director-General, Trial and Appeal Department, Japan Patent Office (JPO), Japan

Mr. Bemanya Twebaze, Director General, African Regional Intellectual Property Organization (ARIPO), Zimbabwe

Mr. Oualou Panouala, Deputy Director General, Organisation Africaine de la Propriété Intellectuelle (OAPI), Cameroon

Mr. Marc Sery-Kore, Director, Division for Africa, World Intellectual Property Organization (WIPO), Switzerland

H.E. Dr. Ildephonse Musafiri, Minister of Agriculture and Animal Resource Development (MINAGRI), Rwanda

09.35 – 10.00 **Photo Session and Coffee Break**

10.00 – 10.15 **Introductory Remarks and Objectives of the Conference**

To provide an overview of the three-day event, its objectives. The purpose is to align expectations of the participants and speakers.

Speaker

Loretta Asiedu, Senior Counsellor, World Intellectual Property Organization (WIPO), Switzerland

10.15 – 11.00 **Session 1: Understanding the Landscape of Agribusiness Value Chains in Africa, the State of Women in IP/Innovation Ecosystem in the Context of the African Continental Free Trade Area (AfCFTA)**

This session will provide an expert analysis of the Agribusiness ecosystem in Africa vis-à-vis women participation in the IP/ innovation ecosystem within the broader context of AfCFTA and the economic opportunities it presents. The session will bring to the fore, the specifics of the African agribusiness value chains and its potential. It will lay a foundation for how IP, the IP system and IP tools can ameliorate some of the agribusiness challenges faced by women.

Questions and Answers Session

Speaker

Sanaz Javadi Farahzadi IP, International Trade & Gender Expert, Switzerland

11.00 – 11.30

Session 2: Presentation on the Role of IP as a Driver of Growth in the Agribusiness Sector. The Importance of Plant Variety Protection in Agricultural Development in Africa.

This Session will present the fundamentals of intellectual property rights covering both industrial property and copyright. To show the significance of IP as a driver for growth, innovation, creativity, competitiveness of national economies in a global environment. Particularly, it will highlight the role of IP in business growth and competitiveness, and specifically highlight the possibilities and pathways to leverage IP by women in agribusinesses.

Questions and Answers Session

Speakers

Mr. Getachew Mengistie Alemu, International IP Consultant, United States of America

Ms. Yolanda Huerta – Casado, Legal Counsel/Director of Training and Assistance, UPOV, Switzerland

11.30 – 12.30

Session 3: Panel Discussion: Existing Challenges and IP Potential for Women in Agribusiness in Africa. Women Entrepreneur Perspective.

Panelists will share their experiences as women entrepreneurs running distinct relate enterprises. This session shall highlight the opportunities and the benefits of the global IP systems for businesses from the women entrepreneurs' perspective.

It will feature successful women-led businesses to share their experiences of their agribusiness entrepreneurial journey as inspiration for others. Panelists will also highlight how IP has been leveraged to unlock the potential and expand economic prospects for enterprises run by women.

It will also highlight some obstacles faced by women entrepreneurs and their need in their quest utilize IP and the global IP ecosystem.

Moderator

Ms. Sanaz Javadi Farahzadi, International Trade & Gender Expert

Panelists

Women-led Agribusiness representative from Rwanda

Ms. Pheladi Chiloane, Managing Director, African Agricultural Solutions, South Africa

Ms. Elizabeth Coleman Daniels, Chief Executive Officer, Honam Naturals Inc., Canada

Ms. Rabiata Azika Mamadou, President, African Women in Processing (AWIP), Niger

Ms. Joy Zenz, AWT

12.30 – 13.30

Session 4: Overview of the Global IP Protection System for Marks: Basic Introduction to Marks as IP rights for Branding and Marketing of Agribusiness Products

This session will introduce the concept of Marks, and highlight the national, regional and international systems for trademark protection. It will demonstrate to participants why it is important to protect their brand names and works, as well as the benefits that accrue from using names, logos, and signs to distinguish one's agribusiness products/services.

Questions and Answers Session

Moderator

Mr. Emmanuel Rugomboka, Counsellor, World Intellectual Property Organization (WIPO), Switzerland

Speakers

Ms. Yvette Tumukunde, Registration Analyst, RDB

Mrs. Marie Mekeng Seyi, Head of Technical Bureau, OAPI

Mr. John Kagwa, Patent Examiner (Telecoms), ARIPO

Ms. Debbie Roenning, Director, Madrid Legal Division, WIPO

13.30 – 14.30

Lunch Break

14.30 – 15.30

Session 5: Brand Development Strategy: The Brand Generation Journey.

Practical Exercises

Creating a good brand does not happen overnight. This session will delve into the practical details of branding and the practical details of a brand.

Using examples and practical exercises, this session will give participants practical insights into the brand development process. Participants will explore the brand generation journey right from insights & analysis, creative development processes for a new brand, asset development and implementation planning.

Questions and Answers Session

Moderator

Ms. Loretta Asiedu, WIPO

Speakers/Facilitators

Mr. David Jeng, Founder, Bliss Executives, The Gambia

Ms. Yuriko Kato, President, M2 Labo Co. Tokyo

Ms. Elizabeth Coleman Daniels, Honam Naturals Inc., Canada

Ms. Precious Murena, Founder and Managing Director, Wildlife Strategy and Innovation, Zimbabwe

15.30 – 15.45

Coffee Break

15.45 – 16.45 Session 6: Brand Activation: Preparation and Launch of the New Brand

To provide an expert perspective on how to activate a new brand. Aspects such as brand experience marketing, resource requirements for brand execution; brand launch strategy and related execution plans, as well as brand campaign development will be covered.

Moderator

Dr Mafini Dosso, Innovation Specialist, Spain

Speakers/Facilitators

Mr. David Jeng, Bliss Executives

Ms. Precious Murena, Wildlife Strategy and Innovation

16.45 – 17.15 Questions and Answers Session**17.17 – 17.30 Wrap Up of Day One****Speaker**

Ms. Loretta Asiedu, WIPO

Tuesday, May 16, 2023**08.00 – 09.00 Registration of Participants**

**09.00 – 10.30 Session 7: Overview of The Global IP Protection System For Industrial Designs:
Basic introduction to Industrial Designs, the Hague system and National/
Regional channels for design protection.**

This session will provide an overview of the national, regional and international protection systems for industrial designs. It will demonstrate to participants how industrial designs can be protected in the various jurisdictions, and the importance of effective packaging.

Moderator

Mr. Blaise M. Ruhima, RDB

Speakers

Mrs Kellen Twinamatsiko, Examination Analyst, RDB

Mrs. Marie Mekeng A Seyi, OAPI

Mr. John Kagwa, ARIPO

Mr. Max Germeil, Associate Market Analyst, WIPO

10.30 – 10.45 Questions and Answers**10.45 – 11.15 Coffee Break**

**11.15 – 12.15 Session 8: Overview of the Lisbon System and Existing Protection for GIs
and Origin-Based Products**

This session will provide an overview of the national, regional and international protection. This session will provide information and perspectives related to the existing national, regional and international GI protection systems and other channels for protection of origin-based products to demonstrate how African women entrepreneurs can benefit from GI protected products.

Moderator

Ms. Loretta Asiedu, WIPO

Speakers

Ms. Alexandra Grazioli, Lisbon registry, WIPO

Representative of a GI Association in Rwanda

12.15 – 12.30

Questions and Answers

12.30 – 14.00

Lunch Break

14.00 – 15.00

Session 9: Practical Exercise: Creating Effective Designs/Packaging for Agribusiness Products.

This session will examine the practical details of product packaging. It will demonstrate how development of effective packaging can deliver value to the business and gain competitive edge in the market.

Moderator

Mr. Blaise M. Ruhima, RDB

Speakers

Ms. Rose Mboya, IP Officer, Kenya Industrial Research and Development Institute (KIRDI), Kenya

Mr. David Jeng, Bliss Executives

15.00 – 15.15

Questions and Answers Session

15.15 – 16.45

Session 10: Building Collective Value-Chains in Agribusiness to strengthen the Product in the Market.

This session will examine the practical details of product packaging. It will demonstrate how development of effective packaging can deliver value to the business and gain competitive edge in the market.

Moderator

Dr. McLean Sibanda, IP, Innovation and Entrepreneurship Expert

Speakers

Mr. Getachew Mengistie Alemu, International IP Consultant

Dr Mafini Dosso, Innovation Specialist

16.45 – 17.00

Questions and Answers Session

17.00 – 17.30

Session 11: Leveraging Digital Tools and E-Marketing Strategies to Strengthen Brand Visibility Across The Global E-Market.

This session will expose participants to the e-platforms suitable to spur business growth and strengthen their market potential in the current digital age.

In order to tap into the opportunities occasioned by the digital transformation that is driving economics today, participants, will learn how to choose the right online marketing tools for their businesses, How to create effective and powerful websites. They will learn strategies to integrate different tools to optimize online brand positioning and how to develop an efficient online presence through social media and which ethics must be considered essential in developing an online go-to-market strategy as well as how to sell products online using the right e-platforms.

Moderator
Ms. Loretta Asiedu, WIPO

17.30 – 17.45 **Wrap Up of Day Two**

Speaker
Mr. Emmanuel Rugomboka, WIPO

Wednesday, May 17, 2023

08.00 – 09.00 **Registration of Participants**

09.00 – 10.00 **Session 12:**
- **The Role Of Patents And Utility Models In Spurring Innovation in the Agribusiness Sector**
- **An Overview Of The International Protection System of Patents and Utility Models - The PCT**

This session will provide basic and simplified information on what Patents and Utility models mean for non-IP familiar audiences. It will demonstrate the benefits of these tools to women entrepreneurs in the agribusiness sector, and show how patent information can be leveraged for value addition in the agribusiness sector.

Moderator
Mr. Getachew Mengistie Alemu, International IP Consultant

Speaker
Ms. Aida Dolotbaeva, Senior Legal Officer, WIPO

Dr. McLean Sibanda, IP, Innovation and Entrepreneurship Expert, South Africa

10.00 – 10.15 **Questions and Answers Session**

10.15 – 11.00 **Coffee Break**

11.00 – 12.00 **Session 13: Protecting IP Rights In the Domestic and International Markets Through Contractual Partnerships**

This session will discuss various contractual tools linked to IP rights explaining how women in agribusiness can further develop and use the commercial value of their brands and designs It will focus on:

- (a) Licensing,
- (b) Franchising
- (c) Merchandising

Moderator
Dr Mafini Dosso, Innovation Specialist

Speaker
Ms. Rose Mboya, Kenya Industrial Research and Development Institute (KIRDI)

One representative from an agribusiness with a franchise

Dr. McLean Sibanda, IP, Innovation and Entrepreneurship Expert

12.00 – 12.15 **Questions and Answers Session**

12.15 – 13.45 **Lunch Break**

13.45 – 14.45

**Session 14: WIPO Tools and Services for SMEs:
- IP Diagnostics Tool**

This session will present participants with the various interventions, services and tools in WIPO that are available for SMEs. As a practical example, the WIPO IP Diagnostics Tool shall be demonstrated to participants as a useful tool to identify the IP status and potential for their businesses.

Moderator

Mr. Emmanuel Rugomboka, WIPO

Speaker

Mr. Christopher Kalanje, Counsellor, WIPO

14.45 – 15.15

Session 15: The Role of TISCs and the strategic use IP information for innovation in the Agribusiness Sector

Participants will be provided an overview of how to access technological information using WIPO information and knowledge sharing platforms such as those provided in TISCs.

Moderator

Mr. Emmanuel Rugomboka, WIPO

Speaker

Mr. Elangi Botoy Ituku, Industrial Property Information Officer, WIPO

15.15 – 15.30

Coffee Break

15.30 – 16.30

Session 16: Roundtable Discussion: Strategies to harness the potential of African women entrepreneurs in agribusiness enterprises with IP and foster IP-supported agribusiness sector transformation

As we seek to foster a bottoms-up approach to IP development, this session will jointly reflect on the potential opportunities for women in agribusiness. Speakers will discuss and engage Participants in identifying strategic interventions, and important IP-related technical assistance capacity needs, and propose practical solutions that can propel agribusiness through leveraging on existing IP systems.

Moderator

Ms. Loretta Asiedu, WIPO

Speakers

Dr. Mafini Dosso, Innovation Specialist

Dr. McLean Sibanda, IP, Innovation and Entrepreneurship Expert

Mrs. Marie Mekeng A Seyi, OAPI

Mr. John Kagwa, ARIPO

Ms. Rabiadou Mamadou, AWIP

Ms. Joy Zenz, AWT

16.30 – 17.15

Session 17: Wrap Up and the Way Forward

Partners and participants to reflect jointly and take stock of the key actions that different stakeholders will play in order to foster IP-supported agribusiness sector growth in Africa that can benefit Women entrepreneurs

in the region. This session will be critical to garner consensus and commitment from the different stakeholders as we seek holistic solutions to empower women in IP and agribusiness.

Moderator

Mr. Emmanuel Rugomboka, WIPO

Speakers

Madam Ron Osman, Head of Industry, Innovation and Minerals Division, AU

Mr. Bemanya Twebaze, Director General, ARIPO

Mr. Oualou Panouala, Deputy Director General, OAPI

Ms. Joy Zenz, CEO, AWT

17.15 – 17.30

Closing Remarks**Speakers**

H.E. Dr. Ildephonse Musafiri, Minister of Agriculture and Animal Resource Development (MINAGRI)

Mr. Futoshi Yasuda, Director-General, Trial and Appeal Department, JPO

Madam Ron Osman, Head of Industry, Innovation and Minerals Division, AU

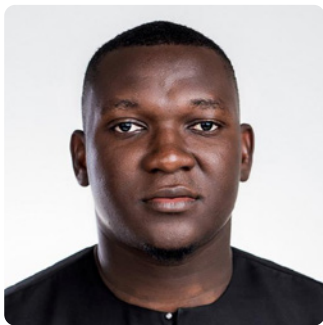
Mr. Oualou Panouala, Deputy Director General, OAPI

Mr. Bemanya Twebaze, Director General, ARIPO

Mr. Marc Sery-Kore, Director, WIPO

Speakers/Panelists

Speakers



Mr. David Jeng, Founder, Bliss Executives, The Gambia

David Jeng is an innovation and entrepreneurship development expert with specialized focus on training, business development, policy, access to finance, digital economy, intellectual property and incubation. He is the Founder of Bliss Executives, a management consultancy company geared towards addressing business needs and challenges of small business in Africa. In addition, he is the founding member of #MyAfCFTA a Pan African ecosystem supporting the implementation of AfCFTA, and a Member of the National Intellectual Property Council of the Gambia. Certified as an UNCTAD-Empretec National Master Trainer, David has trained more than 3000 entrepreneurs from 2014 to date. He is a Board Director at the Gambia Chamber of commerce and Industry, and has been named as the Young Leader of the Year by West Africa Leadership and Empowerment Centre.



Ms. Elizabeth Coleman Daniels, Chief Executive Officer, Honam Naturals Inc., Canada

Naana Daniels is the Owner and founder of Honam Naturals, and Sisslets Curls and Coils - an organic and social self-care brand. Honam Naturals was founded in November of 2017 when the Naana was looking for nontoxic organic products that were made specifically for people with skin sensitivity. Honam Naturals Skincare offers people safe and effective alternatives to traditional skincare products. Her business provides a range of products including soaps, body butters, and facial scrubs made with high-quality, all-natural ingredients. Daniels is a two-time nominee for The Royal Bank's women of Influence Award and recognized by Think Google as a new small business thriving during the COVID-19 pandemic.



Mr. Getachew Mengistie Alemu, International IP Consultant, United States of America

Getachew Alemu is an intellectual property consultant who lends his expertise to a wide range of countries and organizations. He has worked in over 22 countries implementing IP projects supported by regional and international organizations such as the European Commission, the World Bank, WIPO, UNDP, and UNECA. Getachew drafted the national IP policies and strategies, laws, enforcement strategies and development plans of various African countries. In addition, he also designed and implemented capacity-building programs and offered IP training in several countries. A

lawyer by training, Getachew directed the Ethiopian Intellectual Property Office as the first Director General and was the driving force in developing the Ethiopia's intellectual property system from scratch. He has authored or co-authored over 27 works published in the field of intellectual property.



Dr. Mafini Dosso, Economist of Innovation, Expert in Industrial Politic and Innovation, Spain

Dr. Mafini Dosso, PhD, is an Economist of Innovation and certified Project Management Professional PMP ®. She is co-founder and President of OIITID, a non-profit organization dedicated to research on innovation and technology diffusion in sub-Saharan Africa. She is also a Diaspora Leader of Africa 2.0 España & Ashoka, and has worked as a project leader at the European Commission JRC in Spain. Her main research areas include innovation policies, mapping of research and innovation systems, technological and industrial dynamics, start-ups, Industry 4.0, value chains and innovation networks. She has several academic, technical and policy publications on these topics covering sub-Saharan Africa and Europe. Mafini was recently nominated as a Social Entrepreneur Leader by the program "Leaders Lead On-Demand" funded by the US Department of State (USA). She is involved in several non-profit organizations dedicated to innovators and entrepreneurs in Côte d'Ivoire and Africa.



Dr. McLean Sibanda, IP, Innovation and Entrepreneurship Expert, South Africa

Dr. McLean Sibanda, is an intellectual property, innovation and entrepreneurship thought leader with excellent understanding and experience of different ecosystems in Africa. He was the Chief Executive Officer of The Innovation Hub (South Africa) before joining Bigen Group where he is the Managing Director for Bigen Global Limited. As an engineer and admitted attorney of the High Court of South Africa, and registered South African patent attorney, he co-founded a boutique intellectual property firm Sibanda & Zantwijk Attorneys. Dr. McLean is a visiting lecturer at Africa University (Mutare, Zimbabwe) where he lectures Entrepreneurship and Innovation for Masters in Intellectual Property (MIP) offered by WIPO, ARIPO and Africa University; and is an Adjunct Professor of Innovation at University of South Africa. He was the chief drafter of South Africa's Intellectual Property Rights from Publicly Financed Research and Development Act, 2008, and accompanying Regulations.



Ms. Precious Murena, Founder and Managing Director of Wildlife Strategy and Innovation, Zimbabwe

Precious Murena is the founder and CEO of Wildfield Strategy. She has over 17 years of experience leading teams in Strategy Innovation, Operations, Human Resources management, business consulting and communications. Precious is a collaborative leader, strategic influencer, exceptional storyteller and skilled in building turnaround strategies and fostering strategic alignment at all levels within an organization. As a renowned speaker on leadership, people management and strategy and innovation she has spoken at over 100 Conferences in Zimbabwe, South Africa, India, Botswana, Tanzania, Zambia, Rwanda, eSwatini, Mauritius and Kenya.



Ms. Rose Mboya, IP Officer, Kenya Industrial Research and Development Institute (KIRDI), Kenya

Rose Mboya is currently the Head of Industrial Linkages, Policy and Intellectual Property Centre at Kenya Industrial Research and Development Institute (KIRDI). She is an International Intellectual Property Expert and an external Intellectual Property (IP) Consultant for the World Intellectual Property Organization with a wealth of IP knowledge and experience spanning over 15 years. Combining IP and Entrepreneurship and as a practitioner, she has worked, supported and mentored many SMEs in using IP in their business strategies. She has a better understanding of the IP landscape in Africa having been instrumental in the development of IP Strategies for Botswana, Kenya, Liberia, Lesotho, Sierra Leone, Malawi and Eswatini on one hand, and as a speaker, a trainer and a panelist in IP Forums in more than 20 Africa countries on the other hand. Currently she is one of the Kenyan delegates in AfCFTA-IPR Protocol Negotiations.



Ms. Sanaz Javadi Farahzadi, IP, International Trade & Gender Expert, Switzerland

Sanaz Javadi is a lawyer, lecturer, mentor and international adviser. She has 18 years' experience working with United Nations specialized agencies, European Union, governments, academia, private sector on technical assistance projects on intellectual property, international trade and gender equality in Europe, Middle East, Africa and South East Asia. She has been working with World Intellectual Property Organization, Swiss Federal Institute of Intellectual Property, Swiss federal office for Gender Equality, International Trade center, Cambridge University and Women in International Affairs Network (WIAN), Vice President Organization of Women in International Trade (OWIT). Sanaz forms part of the ITC mentorship program for women in international affairs and is a Legal Network Manager at Legamart, London, UK.



Ms. Yuriko Kato, President, M2 Labo Co. Tokyo

Yuriko Kato studied and researched agricultural systems at the University of Tokyo's Department of Agriculture, and received a master's degree from Cranfield University, UK. She worked on a NASA project in the US, researching vegetable production for the international space station. Upon returning to Japan, she joined Canon and worked in the SOC team. She founded M2 Labo, Inc, Yasai Bus (Vegibus) and Glocal Design School (Agriculture x Education). Yasai Bus was awarded the Prime Minister's Grand Prix for creative innovation at ACC2019. In addition, Yuriko received the Women's Challenge Award from the Cabinet Office's Gender Equality Bureau in 2021.

Panelists



Ms. Joy Zenz, CEO, African Women in Trade (AWT), Germany

Joy Wanjiru Machugu-Zenz is the founder of African Women in Europe (AWE), the CEO of African Women in Trade (AWT) and Chairlady of AWE Diaspora SACCO. Born in Kenya and living in Germany, Joy's aim is to connect African Women living in Europe and around the world through all platform irrespective of their geographical locations. Through the Africa Women in Trade Joy created a network where African women and youth can access information regarding Africa Continental Free Trade Area, provide market access at national, regional, and global levels, offer capacity building and financial access through grants and investments. She is a Project leader of Africa's Women Day Awareness Network. She has received several awards, Excellence in Leadership (Global Africa Award 2021 South Africa), Winner of 2018 African Business Support Award (The Voice Awards Amsterdam), and Won African Diaspora living Legend in Germany. She is also an Author where she compiled and co-authored the AWE Book.



Ms. Pheladi Chiloane, Founder and Managing Director, African Agricultural Solutions, South Africa

Pheladi Chiloane is the founder and Managing Director of African Agricultural Solutions. She is a graduate in International Politics and Public Management which motivated her to create a career in rural development. Having been raised in a rural and subsistence farming community and not seeing much improvement in the agricultural sector after so many years, she decided to contribute by setting up her own agribusiness. Pheladi ventured into agribusiness because she wanted to create economically sustainable opportunities for underserved communities through agricultural development and advocate for the inclusion of rural communities in all aspects of the agricultural value chain. Pheladi holds leadership positions such as President of Ignite Alumnae Association and as Board Member of the EU Tech Chamber for the Food, Farming and Fisheries Alliance. Her future plans are to establish a multi-purpose processing hub with a tissue culture facility in Mpumalanga focusing on climate change tolerant crops such as cassava to mitigate food insecurity and to industrialize her rural community.



Ms. Rabiataou Arzika Mamadou, President of AWIP Continental Interim/Western Africa, Niger

Rabiataou is an entrepreneur, educator and resource mobilizer. She is committed to advancing women's economic empowerment in Africa. Her focus is on creating sustainable future for women in processing, a sector that is critical to Africa's economic growth. As the current president of AWIP, Rabiataou is leading the charge to provide women in processing with resources they need to succeed. She believes that by investing in women's education, providing access to financing and promoting entrepreneurship, she can create a more equitable and prosperous future for all. Through her work with AWIP, she is working to create a world where women in processing are not only able to provide for themselves and their families but are also able to make a significant contribution to their communities and their countries. Together, she believes that a brighter future can be built for women in Africa, one that is sustainable, inclusive and empowering.



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