

WIPO-KEPSA/IP/NBO/06/INF/1

ORIGINAL: English

DATE: February 10, 2006



THE KENYA PRIVATE SECTOR ALLIANCE



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO – KEPSA SEMINAR ON
INTELLECTUAL PROPERTY AND FRANCHISING FOR
SMALL AND MEDIUM SIZED ENTERPRISES**

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
The Kenya Private Sector Alliance (KEPSA)

Nairobi, February 8 and 9, 2006

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

February 8, 2006

- 08.30 – 09.30 Registration
- 09.30 – 09.40 Welcome Address by Representative of Kenya Private Sector Alliance (KEPSA)
- 09.40 – 10.15 Topic 1
Objectives, Programs and Activities of the Small and Medium-Sized Enterprises (SMEs) Division of the World Intellectual Property Organization (WIPO), Geneva, Switzerland
- Speaker: Mr. Christopher Kalanje, Consultant, WIPO
- 10.15 – 10.30 Coffee Break
- 10.30 – 11.15 Topic 2
Bringing Business Opportunity to SMEs: Franchising as a Business Option
- Speaker: Mr. Brian Duckett, Managing Director, Horwath Franchising, Heslington, United Kingdom
- 11.15 – 12.00 Topic 3
The Role of Intellectual Property in Franchising Arrangements
- Speaker: Professor James Otieno-Odek, Managing Director, Kenya Industrial Property Institute (KIPI), Nairobi
- 12.00 – 14.00 Lunch break
- 14.00 – 14.45 Topic 4
Establishing a Franchise Association: The Nucleus of a Thriving Franchise System
- Speaker: Mr. Brian Duckett

14.45 – 15.30 Topic 5
Strategies for Becoming a Franchisor: Know the Opportunities and
Challenges

Speaker: Mr. Ketan Patel, Director, Brands and Marketing, Innscor
International Franchising, Harare

15.30 – 15.45 Coffee break

15.45 – 16.30 Topic 6
Intellectual Property Consideration for SMEs Franchisees

Speaker: Mr. Christopher Kalanje

February 9, 2006

09.00 – 09.45 Topic 7
Franchising Abroad: Strategies for Growth

Speaker: Mr. Ketan Patel

09.45 – 10.30 Topic 8
Identifying Sources of Finance: Available Sources of Finance for
SMEs in Kenya

Speaker: Ms. Debora Ongewe, Executive Director,
Unlocking Africa's Potential, Nairobi

10.30 – 10.45 Coffee break

10.45 – 11.30 Topic 9
Intellectual Property Challenges and Opportunities in the Real world:
Franchisor's Perspective

Speaker: Mr. Gavin Bell, Managing Director, Kengele's
Management Group (KMG), Nairobi

- 11.30 – 12.15 Topic 10
Legal Challenges Facing Franchising in Kenya
- Speaker: Mr. Anthony Okulo, Advocate, Okulo, Avedi & Company
Advocates, Nairobi
- 12.15 – 14.00 Lunch break
- 14.00 – 14.45 Topic 11
Supporting New Franchise Association: Experience of KEPSA
- Speaker: Mr. Francis Okare, Development Consultant,
Kenya Private Sector Alliance, Nairobi
- 14.45 – 15.00 Coffee break
- 15.00 – 16.00 Discussions

[End of document]