



JAPAN PATENT OFFICE

MOROCCAN INTELLECTUAL
PROPERTY OFFICENATIONAL INSTITUTE OF
INDUSTRIAL PROPERTYAFRICAN WOMEN IN
AGRICULTURAL RESEARCH
AND DEVELOPMENTWORLD
INTELLECTUAL PROPERTY
ORGANIZATION

REGIONAL FORUM

OMPI/INN/CAS/17/INF/1
ORIGINAL: ENGLISH
DATE: MAY 3, 2018

Innovation and Intellectual Property as Engines for Competitive Agribusiness: Empowering Women Researchers and Entrepreneurs in Africa

organized by
the World Intellectual Property Organization (WIPO)

and
the Japan Patent Office (JPO)

in collaboration with
the Moroccan Industrial and Commercial Property Office (OMPIC)

the National Industrial Property Institute (INPI) of France

and
African Women in Agricultural Research and Development (AWARD)

Casablanca, Morocco, November 15 to 17, 2017

PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 15, 2017

8.00 – 9.00 Registration and arrival of participants/guests

9.00 – 10.00 Opening Ceremony

Welcome addresses by:

Mr. Adil El Maliki, Director General, Moroccan Industrial and Commercial Property Office (OMPIC), Casablanca

Dr. Wanjiru Kamau-Rutenberg, Director, African Women in Agricultural Research and Development (AWARD), Nairobi

Mr. Masao Goto, Director of Intellectual Property Rights, Japan External Trade Organization (JETRO), Dubai, the representative of the Government of Japan

Ms. Caroline Rolshausen, *Conseillère Régionale Propriété Intellectuelle Chargée de Mission à l'Institut national de la propriété industrielle (INPI)*, Paris

Mr. Mario Matus, Deputy Director General, Development Sector, World Intellectual Property Organization (WIPO), Geneva

Photo shoot

Coffee Break

PLENARY SESSION

10.00 – 11.00 **Theme I: Catalytic Role of Intellectual Property Rights in Fostering Innovation**

This Session will present the fundamentals of intellectual property rights covering both industrial property and copyright. Panelists shall share how the Intellectual Property (IP) system is enabling innovation, creativity, technology transfer increasing competitiveness of national economies in a global environment. It will highlight the need to build a balanced and effective international IP system that enables innovation and creativity for the benefit of all that helps to overcome the challenge of development and accelerate the participation of African countries in the global knowledge based economy.

Moderator: Mr. Adil El Maliki

Speakers: Mr. Getachew Mengistie Alemu, International IP Consultant, Addis Ababa, Ethiopia

Ms. Rose Mboya, Head of Intellectual Property Division, Kenya Industrial Research and Development Institute (KIRDI), Nairobi

Dr. Fabirama Niang, Président, ONESEVERAL, Lormaye, France

11.00 – 12.00 **Theme II: Science, Technology and Innovation (STI) for Transformation of Agriculture in Africa**

This session will showcase how STI can be an engine in transforming the agricultural sector in Africa.

Moderator: Dr. Nafissatou Diop Ndiaye, Ingénieur de procédés alimentaires, Institut de Technologie Alimentaire, Dakar

Speakers: Dr. Wanjiru Kamau-Rutenberg

Mr. Rachid Mrabet, Research Director, National Institute of Agronomic Research (INRA), Rabat

Mr. Xavier Dorland, Patent Examiner, INPI-France, Courbevoie, France

12.00 – 13.30 **Theme III: Empowering African Women in Agribusiness: A Game Changer**

“Agricultural transformation in Africa will not happen without realizing the potential of women and young people.” (Science Agenda for Agriculture in Africa, FARA)

Panelists will share concrete initiatives targeting women in science and technology to illustrate how they can impact economic growth and development and present opportunities in that respect. This session shall present and highlight including among others the works of AWARD and GAIA in empowering women researchers and entrepreneurs to positively contribute to the socio-economic and technological development in Africa.

Moderator: Dr. Wanjiru Kamau-Rutenberg

Speakers: Ms. Everlyne Otunga, Program Officer, AWARD

Ms. Angèle Bonané, Secrétaire Exécutif, Club des dirigeants de Banques et établissements de crédit, Ouagadougou

Ms. Lydie Rachel Kambou, Présidente, SCOOPS-PROKAB (Société Coopérative des Productrices de Karité du Bounkani), Abidjan

13.30 – 15.00 Lunch break

Nota Bene: *After the Plenary Session the program continues in two parallel workshops:*

Workshop I: Science, Technology and Innovation for Researchers in Agribusiness

Workshop II: IP Commercialization: Enhancing Product Competitiveness in Agribusiness

WORKSHOP I:

SCIENCE, TECHNOLOGY AND INNOVATION FOR RESEARCHERS IN AGRIBUSINESS

15.00 – 18.00

Theme I: Innovation in Agriculture: Promoting Innovation in Agribusiness to Increase Productivity and Reduce Post-Harvest Losses

The first part of this Session will discuss patent and utility models as legal documents and explain why it is important to protect the IPRs and the benefits that accrue in the value chain from registration, exploitation to commercialization of the IPR, taking into account the existing innovation eco-system. The second part of the Session will highlight how new varieties of plants can address global challenges in agriculture in relation to productivity (yield), quality and diversity of products to ensure food security and how an effective system of Plant Variety Protection and IP rights in agriculture encourages innovators to put time and effort into plant breeding programs to develop new varieties of plants aimed to address farmer's needs and consumers' expectations, for the benefit of society as a whole.

15.00 – 16.30

(a) The Role of Patents and Utility Models in Leveraging Innovations in the Food Processing Industry

Moderator: Mr. Mohamed Smani, Director, R&D Maroc Association, Casablanca

Speakers: Dr. Isaac Rutenberg, Director, Center for Intellectual Property and Information Technology (CIPIT), Nairobi

Mr. Masao Goto

Ms. Flora K Mpanju, Head Search and substantive Examination, African Regional Intellectual Property Organization (ARIPO), Harare

Mr. Xavier Dorland

WORKSHOP II:

IP COMMERCIALIZATION: ENHANCING PRODUCT COMPETITIVENESS IN AGRIBUSINESS

15.00 – 18.00

Theme I: Value Extracting by Strategic Use of Intellectual Property Rights (IPRs) in the Branding and Marketing of Agribusiness Products: Role of Trademarks, Certification Marks, Collective Marks and Geographical Indications

This session will discuss the rationale for protection (trademarks, geographical indications and designs) and explain how the different IP tools make agribusiness products distinctive on the markets and how to protect the IPRs in the national market and abroad.

15.00 – 16.30

(a) Trademarks (individual marks, certification marks and collective marks)

(b) Geographical Indications

Moderator: Ms. Marie Pastelot, Directeur, NALIAN Naming & Naming Strategy, Casablanca

Speakers: Mr. Getachew Mengistie Alemu

Ms. Marina Sauzet, Expert in Intellectual Property and Competitive Intelligence, Geneva

Ms. Chraïbi Widad, Marketing Director, Aïcha Company, Meknès, Morocco

Ms. Céline Meyer, Africa representative, oriGIn, Casablanca

16.30 – 18.00

(b) Promoting New Plant Varieties for Enhanced Agricultural Productivity and Food Security

Moderator: Mr. Philippe Benjamin Rivoire, Technical/Regional Officer, International Union for the Protection of New Varieties of Plants (UPOV), Geneva

Speakers: Ms. Sibelle de Andrade Silva, Technology Transfer Advisor, Brazilian Agricultural Research Corporation (Embrapa), Brasilia

Ms. Tambudzai Muchokomori, Plant Breeders Rights Officer, Seed Services Institute, Ministry of Agriculture, Mechanisation and Irrigation, Harare

Ms. Faith Maluki, Plant Breeder, R&D Unilever Tea Kenya Limited, Kericho, Kenya

Ms. Jane Achando, Legal Officer, African Agricultural Technology Foundation (AATF), Nairobi

16.30 – 18.00

Theme II: Value Addition Through IP in Technological Innovations, Design and Branding in the Agro-Foods Value Chain

This session will discuss various contractual tools linked to IP rights explaining how to further develop and use the commercial value of your brand or design.

Moderator: Ms. Marie Pastelot

Speakers: Ms. Marina Sauzet

Mr. Xavier Dorland

Ms. Barbara Pick, Seminar Teacher, London School of Economics and Political Science, London, The United Kingdom

Ms. Bourja Fatima zohra, T-MAN HOLDING

Prof. Abdelaziz Benjouad, Vice President for Research and Development, International University of Rabat, Rabat

18.30

Cocktail Dinatoire (Offered by Organizing Partners)

Thursday, November 16, 2017

WORKSHOP I:

SCIENCE, TECHNOLOGY AND INNOVATION FOR RESEARCHERS IN AGRIBUSINESS

9.00 – 11.00

Theme II: The Strategic Use of Patent Information for Value Addition in the Agribusiness Sector

This session will address the importance of access to and mining of scientific and technological information for product value addition and competitiveness in the global market place. There will also be a practical exercise on search and retrieval of scientific and technological information from various platforms.

(a) The use of Technological Information: Presentation of the TISC Platform, WIPO Green and Other Databases Administered by WIPO

Moderator: Ms. Rose Mboya

Speakers: Mr. Ahmed Fahli, Vice President in charge of Scientific Research and Cooperation or University Hassan 1er, Settat, Morocco

Ms. Nathalie Montillot, Associate Program Officer, Innovation and Technology Support Section, WIPO, Geneva

11.00 – 11.30 Coffee Break

11.30 – 13.00

(b) Exploiting Patent Information (1): A Case Study

Speakers: Mr. Getachew Mengistie Alemu

Prof. Adnane Remmal, Senior researcher and entrepreneur, University of Fez, Morocco

Mr. Rachid El Jaouhari, Clarivate Analytics

WORKSHOP II:

IP COMMERCIALIZATION: ENHANCING PRODUCT COMPETITIVENESS IN AGRIBUSINESS

9.00 – 11.00

Theme III: Building Successful Collective Value-chains in Agribusiness

This session will discuss, using concrete examples (case studies), the success factors for developing collective value chains for quality and origin products in the agribusiness sector in Africa. How a collective demarche can make your agro-product stronger on the market.

Moderator: Ms. Fatima Amehri, President, Moroccan Association of the Geographical Indication of Argan Oil (AMIGHA), Morocco

Speakers: Ms. Barbara Pick

Mr. Getachew Mengistie Alemu

11.00 – 11.30 Coffee Break

11.30 – 13.00

Theme IV: Strengthening the Presence of Brands in the Domestic and International Markets: Contractual Partnerships

This session will discuss various contractual tools linked to IP rights explaining how to further develop and use the commercial value of your brand or design.

(a) Licensing

(b) Franchising

(c) Merchandising

Moderator: Ms. Marie Pastelot

Speakers: Mr. Getachew Mengistie Alemu

Ms. Céline Meyer

Dr. Isaac Rutenberg

Ms. Barbara Pick

13.00 – 14.30 Lunch Break

PLENARY SESSION

14.30 – 16.00 **Theme IV: The Institutional Framework: Relevance of Innovation IP Policies / Strategies**

This session will examine the prerequisite institutional frame work and the relevance of Innovation and IP Policies and Strategies for Africa and explain how these should be formulated in a way to promote and facilitate the effective creation, protection, management and use of IP as a strategic tool for economic, social, cultural and technological development.

Moderator: Ms. Joyce Banya, Senior Counsellor, Regional Bureau for Africa, Development Sector, WIPO, Geneva

Speakers: Prof. Tom Peter Migun Ogada, Associate Professor in Mechanical Engineering, International IP Consultant, Nairobi

Dr. Isaac Rutenberg

Dr. Fabirama Niang

16.00 – 16.30 Coffee Break

16.30 – 17.30 **Theme V: Rationale for an IP Audit and Exploitation of IP Assets**

This session will showcase how to identify IP Assets in order to determine the relevant IP tools for commercial exploitation; it will also discuss the relevant contractual tools linked to the exploitation of IP Assets.

Speakers: Dr. Isaac Rutenberg

Prof. Tom Peter Migun Ogada

Dr. Fabirama Niang

18.30 Cultural Event

Friday, November 17, 2017

09:00 – 10.30 **PLENARY SESSION**

**BUILDING SYNERGIES BETWEEN R&Ds AND THE PRIVATE SECTOR
FOR VALUE CREATION: CHALLENGES AND OPPORTUNITIES**

Theme VI: Connecting R&D and the Private Sector for Value Creation

This session shall discuss and identify ways and means to coordinate efforts to achieve greater impact and efficiency by bringing together the researchers and the private sector in the same projects. It will also highlight the challenges and opportunities of carrying innovative ideas in the value chain to bring them to the market in order to increase competitiveness.

- (a) Intellectual Property and Publicly-funded Agricultural Research:
Sharing Strategic Importance of Technological Innovation for
Business in the Agro-Foods Sector**
- (b) The Importance of Intellectual Property Management in the
Technology Transfer from Publicly-funded R&D for Agriculture and
Agri-business**

Speakers: Mr. Getachew Mengistie Alemu

Prof. Tom Peter Migun Ogada

Ms. Sibelle de Andrade Silva

Ms. Rose Mboya

Dr. Dick Kamugasha, Director, Technology Development Centre
(TDC), Uganda Industrial Research Institute (UIRI), Kampala

10.30 – 11.15 **Theme VII: Promoting Collaborative Research**

This session will discuss key questions related to conducting an effective collaborative research and will explore means to identify priorities sectors and potential partners for sustainability. It will also address the management of IPR, with concrete examples of successful collaborative research stories in the agribusiness sector.

Speakers: Ms. Tambudzai Muchokomori

Ms. Faith Maluki

Dr. Fabirama Niang

Prof. Tom Peter Migun Ogada

11.15 – 11.45 **Coffee Break**

11.45 – 12.45 **Theme VIII: Youth Empowerment: “Making Agribusiness cool!”**

This session shall address the engagement by the Youth in Agriculture which is generally derided by society as not “cool”. The youth will share their experiences and challenges in this industry and propose solutions on how some of these problems could be addressed at the policy level.

Moderator: Dr. Wanjiru Kamau-Rutenberg

Speakers: Ms. Fatima Zahra Beraich, “Biodome” company

Mr. Aziz Heddad, “Bionoor” company

Ms. Mavis Nduchwa, Founder and Managing Director, Chabana Farms, francistown, Botswana

12.45 – 13.30 **Presentation of Working Group Reports by Rapporteurs, Conclusions and the Way Forward**

13.30 – 14.00 Closing Ceremony

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