



African Regional Intellectual Property Organization

Regional Work shop on the use of Utility Models and  
Industrial Designs for Small and Medium-sized  
Enterprises (SMEs) in ARIPO Member States

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**“Practical Exercises”**

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**Making better use of Intellectual Property for business  
competitiveness and development in Africa**

# ARIPO Member States Market: Population & GDP

USA: 14.99 trillion USD

China: 7.318 trillion USD

Switzerland: 659.3 billion USD

Nigeria: 500 Billion USD

South Africa: 408.2 Billion USD

**ARIPO Member States**

Population: 226.786

**GDP: 300 Billion USD**

GDP growth rate: 5.3%

	Population	GDP (2012)	
Country	Nr (millions)	Growth rate (%)	(Billion USD)
Botswana	2,004	3,7	14.411
Gambia	1,791	6,3	0,917
Ghana	25,366	7,9	40.711
Kenya	43,178	4,6	46.97
Lesotho	2,052	4,0	2.443
Liberia	4,190	11,3	1.492
Malawi	15,906	1,8	5.653
Mozambique	25,203	7,5	14.605
Namibia	2,259	5,0	12.807
Rwanda	11,458	8,0	17.103
Sao Tome & Principe	0,188	6,5	0.261
Sierra Leone	5,979	15,2	4.337
Somalia	10,195	2,6	1.306
Sudan	37,195	-4,4	51.453
Swaziland	1231	-1,5	3.861
Tanzania	50,4	6,9	28.249
Uganda	36,346	4,4	21.736
Zambia	14,075	7,3	21.490
Zimbabwe	13,724	4,4	19.802
<b>Total</b>	<b>226.786</b>	<b>6,25% (Aver.)</b>	<b>300.00</b>



# Business Prospects of Member States



# Practical Group Exercise

- You are a young couple with a baby of six months;
- The mother goes to work and the father has no job yet;
- They can't afford a maid so the father looks after the baby at home;
- The baby has a running stomach and lots of diapers are used;
- The man encounters the following problems:
  - The Diapers get finished and can't afford to buy new ones;
  - He has disposed the many diapers in the toilet;
  - The toilet gets blocked;



# Practical Group Exercise

- He realizes that he has no choice but to find a solution to the problem;
- As a solution he decides to design and make his own affordable environment friendly diapers;
- Divide into Five Groups; Each Group will nominate a presenter who will make a presentation to investors;
- *The Resource persons are the Investors;*
- *Each Resource person should give marks & invest money in the best group- and give reasons why they invested in a particular group;*





He makes two Designs which he labels “eat local”

First Design



Second Design



# Practical Group Exercise

- How would he go about designing of the diaper?
- What would be the best characteristics of the newly designed diaper;
- Categorically elaborate how the family could use IP and other methods to turn the problem into a successful multimillion dollars business;
- *A group with most investors will be labeled as the best start-up Company*





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