



NATIONAL WORKSHOP

WIPO/CR/BJL/12/1.PROV ORIGINAL: ENGLISH DATE: JULY 20, 2012

WIPO National Workshop on Copyright Development and the Economic Contribution and Performance of the Copyright-Based Industries

organized by the World Intellectual Property Organization (WIPO)

in cooperation with the Gambia National Centre for Arts and Culture (NCAC)

Banjul, August 28 and 29, 2012

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, August 28, 2012

- 8.30 9.00 Registration
- 9.00 9.30 Opening and Welcome Remarks

Mr. Baba Ceesay, Director General, National Centre for Arts and Culture (NCAC), Ministry of Culture and Tourism, Banjul

Mr. Christopher M. Kalanje, Counsellor, World Intellectual Property Organization (WIPO), Geneva

Honorable Fatou Mas Jobe Njie, Minister of Tourism and Culture, Ministry of Tourism and Culture, Banjul

	Theme 1	Copyright and Creative Industries Development
9.30 – 10.15	Topic 1	Copyright and Related Rights: More than a Song
		Speaker: Ms. Sonia Cruickshank, Program Officer, Copyright Development Division, WIPO, Geneva
10.15 – 10.30	Coffee Break	
10.30 – 11.15	Topic 2	Development of Copyright Law in Gambia
		Speaker: Mr. Hassoum Ceesay, Director of Copyright, National Centre for Arts and Culture (NCAC), Ministry of Tourism and Culture
11.15 – 12.00	Topic 3	Copyright in Gambia: The Law Meets Reality – Challenges and Opportunities for Right Holder
		Speaker: Mr. Nana Grey Johnson, Writer, President, Writers Association of Gambia, Banjul
12.00 - 14.00		Lunch Break
14.00 – 14.45	Topic 4	The Creative Industries: Concept Development and International Experiences
		Speaker: Mr. Christopher Kalanje
14.45 – 15.30	Topic 5	Collective Management Organization in the Digital Environment
		Speaker: Ms. Sonia Cruickshank
15.30 – 16.15	Topic 6	Building Creative Industries Support Institutions in Gambia: NCAC Experience

Speaker: Mr. Tijan Kamara, Chairman, Board of NCAC, Banjul

16. 30 – 17.15	Topic 7	WIPO Creative Industries Activities
		Speaker: Mr. Christopher Kalanje
Wednesday, Au	<u>gust 29, 2012</u>	
	Theme 2	Economic Performance of Creative Industries
9.30 – 10.15	Topic 8	Elements of National Research and importance of Involving Stakeholders in the Study
		Speaker: Professor Dickson M. Nyariki, Professor, University of Nairobi, Faculty of Agriculture, Nairobi
10.15 – 11.00	Topic 9	Economic Contribution of Copyright-Based Industries: Practical Challenges and the Experience of Kenya, Malawi and Tanzania
		Speaker: Professor Dickson M. Nyariki
11.00 – 11.15	Coffee Break	
11.15 – 12.00	Topic 10	Characteristics of Creative Enterprises and Basic Creative Enterprises Business Models
		Speaker: Dr. Nicola Searle, University of Abertay, Dundee
12.00 – 14.00	Lunch Break	
14.00 – 14.45	Topic 11	Funding and Marketing of Creative Products
		Speaker: Dr. Nicola Searle
14.45 – 15.30	Topic 12	Government Role in Supporting the Growth of Creative Industries
		Speaker: Mr. Momodou C. Joof, Permanent Secretary, Ministry of Tourism and Culture, Banjul
15.30 – 15.45	Coffee Break	
15.45 – 16.30	Topic 13	Future Cooperation
		Speakers: The Representative of WIPO and of NCAC
16.30		Closing Remarks
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