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AFRICAN REGIONAL
INTELLECTUAL PROPERTY
ORGANIZATION



JAPAN PATENT OFFICE



AFRICAN UNION



POLICY DIALOGUE

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ORIGINAL: ENGLISH

Intellectual Property (IP) and Innovation: Boosting Business Competitiveness in the African Continental Free Trade Area (AfCFTA)

organized by
the World Intellectual Property Organization (WIPO)

in collaboration with
The Commission of the Economic Community of West African States (ECOWAS)
and
The African Union Commission

with financial support from
The Japan Patent Office (JPO)

Geneva, March 22 and 23, 2022

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Tuesday, March 22, 2022

09.00 – 09.30	Registration	
09.30 – 10.00	Opening	<p>Remarks by:</p> <p>Representative of the Economic Community of West African States (ECOWAS), Mr. Mamadou Traoré Commissioner for Industry and Private Sector Promotion Abuja</p> <p>Representative of the African Union Commission, Mr. Albert M. Muchanga, Commissioner for Trade and Industry, Addis Ababa</p> <p>Representative of the Japan Patent Office (JPO), Mr. Futoshi Yasuda, Director-General, Patent and Design Examination Department (Physics, Optics, Social Infrastructure and Design), Tokyo</p> <p>Representative of the World Intellectual Property Organization (WIPO), Mr. Marc Séry-Koré, Director, Division for Africa, Geneva</p>
10.00 – 10.30	Topic 1	<p>Context: The AfCFTA Agreement</p> <p>a). Basic Principles b). Reaping the benefits of the AfCFTA Agreement: c). Opportunities and Challenges for SMEs</p> <p>Speaker: Ms. Sarah Anku Lawyer and Intellectual Property Consultant Legal Practitioners and Intellectual Property Consultants, Accra</p>
10.30 – 11.00	Discussions	
11.00 – 12.00	Topic 2	<p>Why IP and Innovation are Crucial for your Business Competitiveness in the AfCFTA</p> <p>a) Improving Productivity and Profitability through Innovation:</p> <p>Speaker: Dr. McLean Sibanda Director, Ideanav, Intellectual Property and Commercialization Specialists Chief Executive Officer (CEO), Pretoria</p> <p>b) Promoting your Business through IP</p> <ul style="list-style-type: none"> - The fundamentals of the IP system <p>Speaker: Dr. McLean Sibanda</p>

- Patents, Utility models – protecting technological innovation
- Trademarks, Industrial Designs and Geographical Indications – distinguishing your business
- Trade Secrets

Speaker: Dr. Mafini Dosso
Economist and Political Analyst
Expert in Industrial Politics and Innovation
European Commission, Seville

12.00 – 12.30 **Discussions**

12.30 – 13.30

Topic 3

Strategic Administration and Management of IP Rights (IPRs) to Secure your Market Share

a) The different Routes for Protection of your IPRs
- **National & International**

Speaker: Ms. Jessamyn Honculada, Senior Counsellor,
Department for Trademarks, Industrial
Designs and Geographical Indication, WIPO

- **Regional**

Speaker: Mr. John Kabare, Executive Intellectual
Property Executive, African Regional
Intellectual Property Organization (ARIPO),
Harare

Speaker: Mr. Aime Kouakou,
Research Officer in OAPI, African Intellectual
Property Organization (OAPI), Yaounde

b) WIPO Support Services (BRIP)
c) Enforcement of IPRs

Speaker: Mr. Xavier Vermandele, Acting Director,
Building Respect for IP Division, WIPO

13.30 – 14.00

Discussions

14.00

Closing

Wednesday, March 23, 2022

- 09.30 – 10.30 **Topic 4** **Making Money through Appropriate Management and Commercialization of IP Assets in your Business**
- a) **IP Audit and Valuation**
 - b) **Licensing**
 - c) **Franchising**
 - d) **Assignment**
- Speaker:** Professor Peter Tom Ogada
Executive Director, African Centre for
Technology Studies
- 10.30 – 11.00 **Topic 5** **IP and e-Commerce in the AfCFTA**
- Speaker:** Ms. Sarah Anku
- 11.00 – 11.30 **Discussions**
- 11.30 – 12.30 **Topic 6** **Practical Experience Sharing**
- a) **Strategies and policies of RECs to promote the competitiveness of SMEs**
- Speaker:** Dr. Kemji Ajoku
Department of Industry and Private Sector
ECOWAS Commission, Abuja
- b) **Presentations by SME support institutions**
- Speaker:** Dr. Jasper Eradiri, Secretary General of All
Africa Associations of SMEs, Port-Louis
- Speaker:** Ms. Linda Onyango, Chief Executive Officer of
the SMEs Support Center, Nairobi
- Speakers:** Ms. Isabel Boaten (Partner) AB & David Africa,
Ms. Akosua Akowuah (Associate Partner)
AB & David Africa, Accra
- 12.30 – 13.30 **Topic 7** **Preparing SMEs for the AfCFTA: How can WIPO and The Regional IP Organizations Assist?**
- a) **WIPO Tools and Services**
 - IP Diagnostics Tool; Other IP for Business Services
 - WIPO DL Courses
 - Knowledge Sharing and Innovation Support Platforms (TISCs)

Speaker: Mr. Guy Pessach, Director,
Ms. Tamara Nanayakkara, Counsellor, IP for
Business, Division (IPBD), WIPO

Speaker: Ms. Altaye Tedla, Head, WIPO Academy,
Distance Learning Program, WIPO

Speaker: Mr. Ituku Elangi Botoy, Industrial Property
Information Officer, IP for Innovators Department
(IPID), WIPO

b) ARIPO and OAPI Strategies for SME Support

Speaker: Mr. John Kabare
ARIPO

Speaker: Mr. Aime Brou
OAPI

Discussions

13.30 – 14.00

Topic 8 Way Forward:

Moderator

Ms. Loretta Asiedu, Senior Counsellor, Division for Africa

Panelists

Dr. Mafini Dosso

Dr. Kemji Ajoku,

Ms. Jessamyn Honculada,

Mr. Guy Pessach,

Ms. Linda Onyango,

Representatives of AB & David

14.00

Closing Remarks: Mr. Guy Pessach

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