

WIPO-ARIPO/SMEs/HRE/07/INF/1**ORIGINAL:** English**DATE:** February 5, 2007

AFRICAN REGIONAL INDUSTRIAL
PROPERTY ORGANIZATION



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO – ARIPO NATIONAL SEMINAR ON
INTELLECTUAL PROPERTY
AND COMPETITIVENESS OF
SMALL AND MEDIUM SIZED ENTERPRISES**

organized by
the World Intellectual Property Organization
in cooperation with
The African Regional Intellectual Property Organization

Harare, February 7 to 9, 2007

PROVISIONAL PROGRAM

prepared by the Secretariat of WIPO

Wednesday, February 7, 2007

09.00 – 09.30 Registration

09.30 – 10.00 OPENING CEREMONY

Welcome Addresses by:

Minister of Small to Medium-Sized Enterprises,
Mrs Sithembiso Nyoni, Harare

Mr. Gift. H. Sibanda, Director General, African Regional
Industrial Property Organization (ARIPO), Harare

Mr. Herman Ntchatcho, Senior Director, Technical Assistance
and Capacity Building Bureau for Africa, World Intellectual
Property Organization (WIPO), Geneva

10.00 – 10.30 Coffee Break

10.30 – 11.00 Topic 1
An Introduction to the WIPO Services for the Development of
African Countries : The 2007 Program of the Technical
Assistance and the Capacity Building Program for Africa

Speaker: Mr. Ntchatcho

11.00 – 11.45 Topic 2
An Introduction to ARIPO's Services and Programs for the
Harmonization, Promotion and Protection of African Creativity
and Inventivity by SMEs or by Individual Entrepreneurs

Speaker: Mr. C.Kiige, ARIPO.

11.45 – 12.15 Topic 3
An Overview of the Structure, Mission, Activities, Information
Products and Services of the SMEs Division of WIPO, Featuring
the Interactive Modules of the "IP Panorama" and the Training
Courses for Entrepreneurs and SMEs in General.

Speaker: Mrs. Caroline Schwab, Program Officer, Small and Medium-Sized Enterprises (SMEs) Division, WIPO

12.15 – 13.45

Lunch Break

13.45 – 14.45

Topic 4

Using the Tools of IP for Business Success: The Experience of African SMEs (2 different areas)

Speakers: 1. Mr. Gwata- Algorhythm Company (30 min)
2. Mr. Matonjeni- CITRADE Company (30min)

14.45 – 15.15

Topic 5

Leveraging Intellectual Property Assets for Business Success;
Introduction to Intellectual Property Rights

Speaker: Mr. Herman Ntchatcho

15.15 – 15.45

Topic 6

Enhancing Enterprise Competitiveness Through Patents and Patent Information

Speaker : Mr. Cavazos-Trevino, Counsellor, SMEs Division, WIPO

15.45 – 16.15

Topic 7

Keeping Confidence: Trade Secrets in Business Strategy and Starting Your Business

Speaker: Mrs. Caroline Schwab

16.15 – 16.45

Coffee break

16.45 – 17.15

Topic 8

Leveraging Intellectual Property Assets; Licensing and Franchising

Speaker: Mr. Cavazos-Trevino

Thursday, February 8, 2007

09.00 – 10.00

Topic 9

The IP National Systems and SMEs in the Countries Members of ARIPO – Where and How to Apply for Information and Strategic National, Regional and International Protection of Marks, Patents, Designs etc.

Speaker: Mr. Emmanuel Sackey- ARIPO.

10.00 – 10.30

Coffee break

10.30 – 11.30

Topic 10

Getting Noticed: The Role of Trademarks, Industrial Designs and Geographical Indications

Speaker:

Mr. Cavazos-Trevino

11.30 – 12.00

Topic 11

IP Services at ARIPO and Procedures of Regional Registrations of Marks, Patents, Designs and Geographical Indications

Speaker: Ms. Flora Mpanju- ARIPO.

12.00 – 13.30

Lunch Break

13.30 – 14.30

Discussion/Debate

14.30 – 15.30

Coffee Break

15.30 – 16.00 Topic 12
Marketing Craft and Visual Arts, a guide for African SMEs
Speaker : Mrs. Caroline Schwab

16.00 – 17.00 Questions/Discussion/Debate

Friday, February 9, 2007

09.00 – 10.00 Topic 13
The WIPO Worldwide Academy Programs

Speaker: Mr. Herman Ntchatcho

10.00 – 10.30 Coffee break

10.30 – 11.30 Topic 14
Evaluating a Company's Intellectual Property Assets : IP Audit

Speaker: Mr. Jacob Mushayahembe.

11.30 – 12.00 Topic 15
Women Entrepreneurs Networks in Africa – overview and
information about WIPO's contribution to WE projects

Speaker : Mrs. Caroline Schwab

Debate

12.00 – 13.30 Lunch Break

13.30 – 14.30 FAQs – Questions and Answers - Distribution of WIPO
publications.

14.30 – 15.30 Coffee Break

15.30 – 16.00

CLOSING CEREMONY

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