



Japan Patent Office



African Regional Intellectual Property
Organization



SUB-REGIONAL TRAINING OF TRAINERS PROGRAM

WIPO-ARIPO/SMES/HRE/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: NOVEMBER 28, 2014

WIPO-ARIPO Sub-Regional Training of Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the African Regional Intellectual Property Organization (ARIPO)

Harare, Zimbabwe, November 26 to 28, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, November 26, 2014

- 8.30 – 9.00 Registration
- 9.00 – 9.30 Opening Ceremony
- Welcome addresses by:
- Professor Munashe Furusa, Vice Chancellor, Africa University, Mutare
- Mr. Yoshitake Tsuzuki, Counsellor, Representative of the Embassy of Japan in Harare
- Representative of the World Intellectual Property Organization (WIPO), Geneva
- Mr. Fernando dos Santos, Director General of the African Regional Intellectual Property Organization (ARIPO), Harare
- 9.30 – 10.15 **Topic 1:
Introduction to WIPO and its Development Cooperation Activities in African Countries**
- Speaker: Ms. Joyce Banyu, Counsellor, Regional Bureau for Africa, WIPO
- Resources: Module One of IP PANORAMA
- 10.15 – 11.00 **Topic 2:
The Benefits and Challenges of Using the Intellectual Property System in ARIPO Member States**
- Speaker: Mr. Christopher Kiige, ARIPO
- 11.00 – 11.15 Coffee Break
- 11.15 – 12.00 **Topic 3:
The Role and Importance of Effective Intellectual Property Asset Management in Enhancing the Competitiveness and Productivity of Small and Medium Enterprises (SMEs) – The Zimbabwean Experience**
- Speaker: Mr. Moses Nkomo, Lecturer, University of Zimbabwe and IP Consultant
- Resources: Module One of IP PANORAMA
- 12.00 – 12.45 **Topic 4a:
The Role of Intellectual Property in Building Brand Value Perception in the Global Market**
- Speaker: Dr Leonard Madzingaidzo, Executive Director (Technical), Scientific and Industrial Research and

Development Centre (SIRDC)

12.45 – 13.00

**Topic 4b:
The Importance of Trademarks**

Speaker: Ms. Kudzai Jiri, MIP Student, Africa University,
Mutare, Zimbabwe

13.00 – 14.00

Lunch Break

14.00 – 15.00

**Topic 5:
The Appeal of Designs in Getting Noticed by the Customer**

Speaker: Mr. Chander Lall, Managing Partner,
Lall & Sethi Advocates, New Delhi, India

Resources: Module Two of IP PANORAMA

“Looking Good” An Introduction to Industrial Designs
for Small and Medium-sized Enterprises”

15.00 – 15.15

Coffee Break

15.15 – 16.15

**Topic 6:
Collective Marketing: Adding Value through Geographical
Indications, Certification Marks and Collective Marks**

Speaker: Mr. Fernando dos Santos, ARIPO

16.15 – 17.00

**Topic 7:
The Importance of Trademarks in Establishing a Distinct Identity in
the Marketplace**

Speaker: Ms. Lien Verbauwhede, Senior Program Officer,
Small and Medium-sized Enterprises (SMEs) Section,
WIPO

Resources: Module Two of IP PANORAMA

“Making a Mark – An Introduction to Trademarks for
Small and Medium-Sized Enterprises”

Thursday, November 27, 2014

9.00 – 10.15

**Topic 8a:
Protecting Inventions by Patents and Utility Models**

Speaker: Mr. Sibanda McLean, Attorney, Sibanda & Zandwijk
Attorneys, Gauteng, South Africa

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for
Small and Medium-Sized Enterprises”

- 10.15 – 10.30 **Topic 8b:
The Importance of Utility Models – Case Study No. 3**
- Speaker: Mr. Jerome Noble Nkrumah, MIP Student, Africa
University, Mutare, Zimbabwe
- 10.30 – 10.45 Coffee Break
- 10.45 – 11.45 **Topic 9:
Putting in Place a Trade Secret Protection Program**
- Speaker: Ms. Lien Verbauwhede, WIPO
- Resources: Module Four of IP PANORAMA
- 11.45 – 12.45 **Topic 10:
Intellectual Property Issues in International Business**
- Speaker: Ms. Joyce Banya
- Resources: Module Nine of IP PANORAMA
- 12.45 – 14.00 Lunch Break
- 14.00 – 15.00 **Topic 11:
Commercializing Intellectual Property Assets; Overview of
Licensing, Franchising and Merchandising**
- Speaker: Mr. Chander Lall
- Resources: Modules Seven and Twelve of IP PANORAMA
- 15.00 – 15.15 Coffee Break
- 15.15 – 16.00 **Topic 12:
Shaping Business Strategy Through Competitive Intelligence –
Strategic Use of Intellectual Property Information**
- Speaker: Mr. Sibanda McLean
- Resources: Module Six of IP PANORAMA
- 16.00 – 17.00 **Topic 13:
How ARIPO Enhances Business Competitiveness in the Region
through IP**
- Speaker: Mr. John Kabare, Senior Patent exaARIPO
- Friday, November 28, 2014
- 9.00 – 9.40 **Topic 14a:
Benefitting From Your Copyright and Using the Copyright Works
of Others in Your Business**
- Speaker: Mr. Chander Lall

Resources: Module Five of IP PANORAMA
“Creative Expression – An Introduction to Copyright
for SMEs”

9.40 – 10.15

**Topic 14b:
Benefitting From Your Copyright and Using the Copyright Works
of Others in Your Business**

Speaker: Mrs. Nkah Monyatsi, Copyright Officer, ARIPO [TBC]

10.15 – 10.30

**Topic 14c:
The Importance of Copyright – Case Study No. 4**

Speaker: Mr. Blessings Pitiry-Deliwe Katuma, MIP Student,
Africa University, Mutare, Zimbabwe

10.30 – 10.45

Coffee Break

10.45 – 11.45

**Topic 15:
IP Asset Management: IP Audit and IP Due Diligence**

Speaker: Mr. Sibanda McLean

Resources: Module Ten of IP PANORAMA

11.45 – 12.30

**Topic 16:
Intellectual Property in the Digital Economy**

Speaker: Mr. Chander Lall

Resources: Module Eight of IP PANORAMA

12.45 – 13.45

Lunch Break

13.45 – 15.00

**Topic 17:
IP and Finance: Accounting and Valuation of IP Assets and
IP-based Financing (including Practical Exercise)**

Speaker: Mr. Sibanda McLean

Resources: Module Eleven of IP PANORAMA

15.00 – 16.00

**Topic 18:
Commercializing Intellectual Property Assets: Case Study No. 5**

Speaker: Mr. Sibanda McLean

16.00 – 17.00

**Round Table Discussion: Creating a Tool Box of Support Services:
Basic IP Services to be Provided by SME Support Institutions in
African Countries**

Moderator: Representative of ARIPO

Discussants: All Participants and Speakers

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