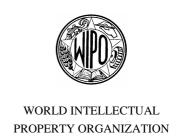
#### WIPO/SMEs/DAR/05/INF/1 Prov.

**ORIGINAL:** English **DATE:** April 19, 2005







### WIPO WORKSHOP ON INTELLECTUAL PROPERTY FOR BUSINESS FOR SMALL AND MEDIUM-SIZED ENTERPRISES (SMES)

organized by
the World Intellectual Property Organization (WIPO)
in cooperation with
the Tanzania Chamber of Commerce Industry and Agriculture (TCCIA)

**Dar-es-Salaam, May 10 and 11, 2005** 

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

# $\begin{array}{c} WIPO/SMEs/DAR/05/INF/1 \ Prov. \\ page \ 2 \end{array}$

### <u>Tuesday, May 10, 2005</u>

9.00 - 9.30	Registration	
9.30 – 10.00	OPENING CEREMONY	
	Welcome addresses by:	
	The Representative of Ministry of Trade and Industry OF Tanzania	
	The Representative of Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA)	
	The Representative of the World Intellectual Property Organization (WIPO)	
10.00 – 10.30	Coffee Break	
10.30 – 11.30	Why do Small and Medium-sized Enterprises (SMEs) Need Intellectual Property Tools: Objectives, Programs and Activities of the Small and Medium-sized Enterprises Division of WIPO	
	Speaker: Mr. Christopher Kalanje, Consultant, SMEs Division, WIPO, Geneva	
11.30 – 12.30	Intellectual Property Landscape in Tanzania: The Emerging Role of Business Registrations and Licensing Agency (BRELA) in Assisting SMEs to Profit from the Use of the Intellectual Property System	
	Speaker: Mr. Esteriano Mahingila, Chief Executive Officer, Tanzania Business Registations and Licensing Agency (BRELA)	
12.30 – 14.00	Lunch Break	
14.00 – 15.00	Keeping Confidence: Trade Secrets in Business Strategy	
	Speaker: Mr. Christopher Kalanje	

# $\begin{array}{c} WIPO/SMEs/DAR/05/INF/1 \ Prov. \\ page \ 3 \end{array}$

15.00 – 16.00	Beyond Getting Noticed: Branding, Trademarks and Business Strategy			
	Speaker:	Dr. Atangcho Akonumbo, Senior Lecturer in Law, Faculty of Law, University of Yaoundé II, Cameroon		
16.00 – 16.30	Coffee Break			
16.30 – 17.30	Discussions			
Wednesday, May 11, 2005				
9.00 – 10.00	Introduction to Utility Models and Patents: Practical Strategies for SMEs			
	Speaker:	Mr. Volker Plogmann, Managing Director, Patent and Trademark Department, Wilhelm Karmann GmbH, Germany		
10.00 – 10.30	Coffee Break			
10.30 – 11.30	Industrial I	Designs and Copyright as Tools for Business		
	Speaker:	Dr. Atangcho Akonumbo		
11.30 – 12.30	Sharing Int Transfer	tellectual Property Assets: Licensing and Technology		
	Speaker:	Mr. Volker Plogmann		
12.30 – 14.00	Lunch Brea	ak		
14.00 – 15.00		Selected Case Studies and Best Practices in Tanzania: SMEs Benefiting from Use of Intellectual Property System		
	Speaker:	Mrs. Leonillah Kishebuka, Deputy Registrar, BRELA, Tanzania		

# $\begin{array}{c} WIPO/SMEs/DAR/05/INF/1 \ Prov. \\ page \ 4 \end{array}$

15.00 – 16.00	The Role of SME Support Institutions in Enhancing the Competitiveness of SMEs; Creating IP Awareness and Providing Intellectual Property (IP) Services	
	Speaker: Tanzania Chamber of Commerce, Industry and Agriculture (TCCIA)	
16.00 – 16.30	Coffee Break	
16.30 – 16.45	Round Table Discussion: To be chaired by TCCIA	
16.45 – 17.00	CLOSING CEREMONY	

[End of document]