

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

ORIGINAL: English

DATE: April 19, 2005



TANZANIA CHAMBER OF COMMERCE INDUSTRY AND
AGRICULTURE



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**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

Tuesday, May 10, 2005

- | | |
|---------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 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 Registrations 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 |

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 Designs and Copyright as Tools for Business

Speaker: Dr. Atangcho Akonumbo

11.30 – 12.30 Sharing Intellectual Property Assets: Licensing and Technology Transfer

Speaker: Mr. Volker Plogmann

12.30 – 14.00 Lunch Break

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

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]