



GOVERNMENT OF THE UNITED REPUBLIC OF TANZANIA



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

## **NATIONAL SEMINAR ON INTELLECTUAL PROPERTY AND COMPETITIVENESS OF AGRO-FOODS SMES**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the Government of the United Republic of Tanzania

**Dar es salaam, December 17 and 18, 2009**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Thursday, December 17, 2009

9.00 – 9.30 Registration and Administrative Matters

9.30 – 10.00 Opening Ceremony

Welcome addresses by:

The representative of the World Intellectual Property Organization (WIPO)

The representative of the Government of the United Republic of Tanzania

10.00 – 10.30 Topic 1: Sustainable Development of the Tanzanian Agro-Food System: From Agricultural Commodities to Value Added Agro-Food Products; Opportunities and Challenges in the Modernization of the Agribusiness Sector in Tanzania: (Agriculture, Forestry, Animal Husbandry, Fisheries)

Speaker: Tanzania National Business Council

10.30 – 11.00 Coffee Break

11.00 – 12.00 Topic 2: The Tanzanian Legal and Institutional Framework Governing:

- Industrial Property Rights (30 min)
- Plant Breeders' Rights (30 min)

Speakers: Mr. Esteriano Mahingila, CEO, BRELA

Mr. Patrick Ngwediagi, Registrar, Plant Breeders' Rights Office, Dar es salaam

12.00 – 12.30 Topic 3: Value Addition through Intellectual Property in Technological Innovations, Design and Branding in the Agro-Foods Value Chain; Functional Foods and Food Packaging

Speakers: SMEs Division

12.30 – 14.00 Lunch Break

14.00 – 14.45 Topic 4: Role of Patents and/or Utility Models in Leveraging Innovations in the Food Processing Industry

Speaker: Mr. William Gwata, Managing Director of

[Algorhythm \(Pvt\) Ltd, a Culinary Engineering Company, Harare](#)

14.45 – 15.30 Topic 5: Role of IP Management in Technology Transfer from Publicly-Funded R & D for Agriculture and Agro-Foods; Open Innovation; Strategic Use of Patent Information for Enhancing the Innovation Capabilities in the Agribusiness Sector: Freedom-To-Operate (FTO) Searches

Speaker: [Mr. William Gwata, Managing Director of Algorhythm \(Pvt\) Ltd, a Culinary Engineering Company, Harare](#)

15.30 – 16.00 Coffee Break

16.00 – 16.45 Topic 6: Intellectual Property and Publicly-funded Agricultural Research: Sharing Strategic Importance of Technological Innovation for Businesses in the Agro-Foods Sector  
[Increasing and sustaining private sector investments in science and technology for agricultural innovation](#)

Speaker: Mr. Mengistie, IP Consultant and Attorney, Addis Ababa

16.45 – 17.30 Open Session for Discussion

Friday, December 18, 2009

9.00 – 9.45 Topic 7: Value Extraction by Strategic Use of Intellectual Property Rights (IPRs) in the Branding and Marketing of Agribusiness Products: Role of Trademarks, Certification Marks, Collective Marks and Geographical Indications

Speaker: Mr. Mengistie

9.45 – 10.30 Topic 8: Protection of New Varieties of Plants: A Perspective From the Breeding Industry

Speaker: Representative of the Kenya Horticulture Exporters, Nairobi

10.30 – 11.00 Coffee Break

11.00 – 12.00 Discussion

12.00 – 14.00 Lunch Break

14.00 – 14.45 Topic 9: [The Comparative Advantages and Challenges Facing African Agro Products in the Global Market](#)

Speaker: Mr. Francis Mwimanzi, Desk Officer for

Centre for Development Enterprise, Brussels  
(CDE) Antenna in Tanzania and Head of  
Engineering Consultancy and Technical  
Services, Dar es salaam

- 14.45 – 15.00 Topic 10: Exploitation of IP Assets: The Importance of IP Licensing and Franchising in the Marketing Strategies of Agribusiness SMEs  
Speaker: SMEs Division WIPO
- 15.00 – 15.30 Coffee Break
- 15.30 – 16.15 Topic 11: Integrating Intellectual Property Policies/Strategies in Policies/Strategies for National Economic Development  
Speaker: Africa Bureau WIPO
- 16.15 – 17.00 Open Session for Discussion
- 17.00 Closing

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