



REVOLUTIONARY GOVERNMENT
OF ZANZIBAR



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/ZAN/14/INF/1 PROV.
ORIGINAL: ENGLISH
DATE: JUNE 4, 2014

Training of the Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)

organized by
the World Intellectual Property Organization (WIPO)

and
the Business and Property Registration Agency (BPRA), Revolutionary Government of Zanzibar

Zanzibar, June 16 to 18, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Monday, June 16, 2014

- 9.30 – 9.45 Opening Ceremony
- Welcome addresses by:
- The Representative of the Business and Property Registration Agency (BRPA), Zanzibar
- The Representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.45 – 10.30 **Topic 1**
Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of Small and Medium Sized Enterprises (SMEs)
- Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, WIPO
- Resource: Module One of [IP PANORAMA](#)
- 10.30 – 10.45 Tea/Coffee Break
- 10.45 – 11.30 **Topic 2**
“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace
- Speaker: Mr. Chander Lall, Managing Partner, Lall & Sethi Advocates, New Delhi, India
- Resources: Module Two of IP PANORAMA
- [“Making a Mark](#) – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
- 11.30 – 12.15 **Topic 3**
“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Mr. Chander Lall
- Resources: Module Two of IP PANORAMA
- [“Looking Good](#) - An Introduction to Industrial Designs for Small and Medium-Sized Enterprise
- 12.15 – 13.30 Lunch Break

13.30 – 14.15

Topic 4
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models

Speaker: Mr. McLean Sibanda, Chief Executive Officer,
The Innovation Hub, Pretoria, South Africa

Resources: Module Three of IP PANORAMA

[“Inventing the Future](#) – An Introduction to Patents for Small and Medium-Sized Enterprises”

14.15 – 15.00

Topic 5
“Creative Expression” – 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 Small and Medium-Sized Enterprises

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

Topic 6
“In Confidence” – Putting in Place a Trade Secret Protection Program

Speaker: Dr. Saudin Jacob Mwakaje, School of Law,
University of Dar es Salaam

Resources: Module Four of IP PANORAMA

Tuesday, June 17, 2014

9.30 – 10.15

Topic 7
Shaping Business Strategy Through Competitive Intelligence – Strategic Use of Intellectual Property Information – Practical Exercise

Speaker: Mr. McLean Sibanda

Resource: Module Six of IP PANORAMA

10.15 – 10.30

Tea/Coffee Break

10.30 – 11.15

**Topic 8
Intellectual Property in the Digital Economy**

Speaker: Mr. Chander Lall

Resource: Module Eight of IP PANORAMA

11.15 – 12.00

**Topic 9
Collective Marketing: Adding Value through Geographical
Indications, Certification Marks and Collective Marks**Speaker: Ms. Neema Nyerere-Drago, Senior Program Officer,
Regional Bureau for Africa

12.00 – 13.30

Lunch Break

13.30 – 14.15

**Topic 10
Exploiting Intellectual Property Assets: Overview of Licensing,
Franchising and Merchandising**

Speaker: Mr. Chander Lall

Resources: Modules Seven, Twelve and Thirteen of
IP PANORAMA[“In Good Company](#) - Managing Intellectual Property
Issues in Franchising”[“Exchanging Value](#) - Negotiating Technology
Licensing Agreements: A Training Manual”

14.15 – 15.00

**Topic 11
IP Law and Administration in Zanzibar**

Speaker: Local Speaker

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

**Topic 12
Intellectual Property Issues in Product Brand Strategies**

Speaker: Ms. Neema Nyerere-Drago

Wednesday, June 18, 2014

- 9.30 – 10.15 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
- Speaker: Mr. McLean Sibanda
- Resource: Model Eleven of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
Branding of Zanzibar Cloves and Spices IP Options Available under the Current Zanzibar Industrial Property Act, 2008
- Speaker: Local Speaker
- 11.15 – 12.00 **Topic 15**
IP Asset Management: IP Audit and IP Due Diligence
- Speaker: Dr. Saudin Jacob Mwakaje
- Resource: Module Ten of IP PANORAMA
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speaker: Mr. McLean Sibanda
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Zanzibar**
- Moderator: Mr. Abdulla Wazir, Chief Executive Officer, (BPRA) and Ms. Neema Nyerere-Drago
- Discussants: WIPO
International and Local Speakers
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.15 Written Test (open book) for Evaluation of Participants
- 16.15 – 16.30 Summing up and Closing Ceremony

[End of document]