



AFRICAN UNION



JAPAN PATENT OFFICE



REPUBLIC OF SENEGAL

**WIPO**WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

CONFERENCE

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DATE: OCTOBER 22, 2015**African Ministerial Conference 2015: Intellectual Property (IP) for an Emerging Africa**

organized by
the World Intellectual Property Organization (WIPO)

and
the Japan Patent Office (JPO)

in cooperation with
the Government of the Republic of Senegal

and
the African Union (AU)

Dakar, Republic of Senegal, November 3 to 5, 2015**PROGRAM**

prepared by the International Bureau of WIPO

Tuesday, November 3, 2015

- 8.00 – 9.00 Registration
- 9.00 – 9.30 Arrival of participants/guests
- 9.30 – 11.00 Opening ceremony

Welcome/Opening Remarks by:

Mrs. F. Bintou Djibo, Resident Representative and United Nations (UN)
Resident Coordinator, United Nations Development Programme (UNDP),
Dakar

H.E. Mr. Takashi Kitahara, Ambassador of Japan to Senegal, Embassy of
Japan in Senegal, Dakar

Mr. Kunihiko Shimano, Director-General, Trial and Appeal Department, Japan
Patent Office, Tokyo

Mrs. Nkosazana Dlamini-Zuma, Chairperson of the Africa Union Commission
(AUC), Addis Ababa

Mr. Francis Gurry, Director General, World Intellectual Property Organization
(WIPO), Geneva

H.E. Mrs. Ameenah Gurib-Fakim, President of the Republic of Mauritius,
Port Louis

H.E. Mr. Macky Sall, President of the Republic of Senegal, Dakar

11.30 – 13.30 **HIGH LEVEL SEGMENT**

AFRICA IN A KNOWLEDGE-BASED ECONOMY: CHALLENGES AND OPPORTUNITIES

In the global knowledge-based economy there is increasing recognition that intellectual property (IP) and innovation are two important contributory factors for economic, social and cultural development, building competitiveness of industries as well as enhancing trade.

In this context, African nations are embracing the knowledge-based economy in order to access the opportunities it offers for poverty reduction and enhanced agricultural productivity, as well as the prospects for industrial competitiveness, which could pave the way for sustainable and inclusive development.

The High Level Segment will discuss the technology/innovation readiness of African countries in a knowledge-based economy. Within the context of the UN Sustainable Development Goals (SDGs), the AU Agenda 2063 and other regional and international development initiatives, it will explore the opportunities as well as the challenges facing Africa in building a vibrant innovation system and in effectively using the IP system.

Introduction:	H.E. Mrs. Ameenah Gurib-Fakim
Panelists:	Mr. Julius Akinyemi, Resident Entrepreneur, MIT Media Lab, Cambridge, Massachusetts, United States of America
	Mr. Francis Gurry
	Mr. Martial De-Paul Ikounga, Commissioner for Human Resources, Science and Technology (HRST), African Union (AU), Addis Ababa, Ethiopia
	Dr. Snowy Khoza, Chief Executive Officer, Bigen Africa, Pretoria, South Africa
	Mr. Kingsley Chiedu Moghalu, Professor of Practice in International Business and Public Policy, the Fletcher School of Law and Diplomacy, Tufts University, Medford, Massachusetts, USA
	Ms. Catherine Odora-Hoppers, Professor, University of South Africa (UNISA), Pretoria, South Africa
	Ms. Oluwatoyin Sanni, Group Chief Executive Officer, United Capital Plc, Lagos, Nigeria
	Mr. Mactar Silla, Chief Executive Officer, MS Consulting Libreville, Gabon
Moderator/ Facilitator	Ms. Nozipho Mbanjwa, Anchor and Broadcaster, CNBC Africa, Johannesburg

13.30 – 14.00 Press Conference

14.00 – 15.30 Lunch Break

Nota Bene: After the High Level segment, the program continues in two parallel clusters:
Cluster I: Science, Technology and Innovation for the Transformation of African Economies; and

Cluster II: Copyright and Creativity for the Transformation of African Economies

Tuesday, November 3, 2015

CLUSTER I: SCIENCE, TECHNOLOGY AND INNOVATION FOR THE TRANSFORMATION OF AFRICAN ECONOMIES

15.45 – 18.15 **SESSION I**

ELEMENTS OF AN EFFECTIVE AND BALANCED INTELLECTUAL PROPERTY (IP) SYSTEM TO ENABLE INNOVATION

This session will discuss the importance of creating the appropriate enabling national, regional and international legal and institutional frameworks to facilitate the use of the IP system for wealth creation; it will also address the need for promoting respect for a balanced IP system that recognizes the interests of creators on one hand and the public interest on the other. Panelists will also discuss challenges related to the creation of a conducive environment for innovation and its exploitation and examine the extent to which the IP system is being used in the continent by sharing of best practices.

- (a) Establishing Legal and Institutional Frameworks
- (b) Strengthening and Modernizing IP Offices for Better Management of IP Rights
- (c) Developing Capacities for National/Regional IP Institutions
- (d) Promoting Respect for IP

Moderator: Mr. Kingsley Chiedu Moghalu

Panelists: Mr. Kunihiko Shimano, Director-General, Trial and Appeal Department, Japan Patent Office, Tokyo

Mr. Getachew Mengistie, Intellectual Property Law Consultant and Attorney, Addis Ababa

Mr. Adil El Maliki, Director General, Moroccan Industrial and Commercial Property Office, Casablanca, Morocco

Dr. Mahama Ouedraogo, Ag. Director, Department of Human Resources, Science and Technology, African Union (AU), Addis Ababa

Mr. Fernando dos Santos, Director General, African Regional Intellectual Property Organization (ARIPO), Harare

Mr. Paulin Edou Edou, Director General, *Organisation africaine de la propriété intellectuelle (OAPI)*, Yaoundé

Discussions

19.30 Reception and Cultural Evening

Wednesday, November 4, 2015

9.00 – 10.45 **SESSION II**

BRIDGING THE KNOWLEDGE DIVIDE: FACILITATING ACCESS TO SCIENTIFIC AND TECHNOLOGICAL INFORMATION AND ITS APPROPRIATE USE

This session will discuss the role of the patent system in the promotion of innovation and in the dissemination of technological information; it will also explore ways to effectively exploit access to this technological information as an invaluable source for the generation of local knowledge and innovation and address the effective provision of value-added technology and industrial property services in support of local innovation. Panelists will also share information and experiences on existing WIPO technological information platforms and how they have been effectively utilized by IP institutions, the public and the private sectors to promote innovation, creativity and competitiveness.

- (a) The Role of the Patent System: Disclosure as a Mechanism to Disseminate Technological Information; the Research Exception as a Mechanism to Promote Scientific and Technological Research; the Public Domain and Free Access to Technology; Patent Databases
- (b) Capacity Building through: The Establishment of Technology and Innovation Support Center (TISC) Networks; Onsite and Online Training on Effective Search Strategies; Techniques Using Distance Learning Courses; E-Learning Webinars; and Interactive E-Tutorials; ARDI; ASPI
- (c) Exchange of Experiences on National, Regional and International Virtual Networks: The Use of WIPO Platforms - Facilitating Access to Fee-Paying as Well as Non-Fee-Paying Databases through Public-Private Partnerships
 - WIPO Re:Search
 - Research4Life (AGORA, OARE, HINARI, ARDI)
 - African Virtual and E-University

Moderator: Mr. Barthélémy Nyasse, Professor, Deputy Vice-Chancellor, in charge of Research Cooperation and Relations with the Business World, University of Bamenda, Bamenda, Cameroon

Panelists: Mr. Marco Aleman, Director ad interim, Patents and Technology Sector, Patent Law Division, WIPO, Geneva

Mr. Elangi Botoy Ituku, Project Officer, Global Infrastructure Sector, Access to Information and Knowledge Division, Innovation and Technology Support Section, WIPO, Geneva

Dr. Dick M. Kamugasha, Director, Technology Development Centre, Uganda Industrial Research Institute (UIRI), Kampala

Mr. Jonathan Winston de Leon Salvacion, Dean, School of Graduate Studies, Manila

10.45 – 11.00 Coffee Break

11.00 – 13.00 **SESSION III**

PROMOTING RESEARCH AND DEVELOPMENT IN FOOD AND AGRICULTURE

This session will discuss innovation in agriculture, considered as one of the key drivers for Africa's growth. It will discuss how IP, science, technology and innovation can facilitate the transformation of the agricultural sector through increased productivity, improved post-harvest processing and overall value addition to the sector for increased competitiveness.

- (a) Promoting Innovation in the Agro-Industries Supply and Value Chain
- (b) Promoting New Plant Varieties for Enhanced Agricultural Productivity and Food Security

Moderator: Mr. Papa Abdoulaye Seck, Minister for Agriculture and Rural Equipment, Dakar

Panelists: Mr. Mohamed Shariff Mohamed Din, Professor
Faculty of Veterinary Medicine, University Putra Malaysia,
Serdang, Selangor, Malaysia

Mr. Alhaji Tejan-Cole, Director of Legal Affairs, African
Agricultural Technology Foundation (AATF), Nairobi

Dr. Yemi Akinbamijo, Executive Director, Forum for
Agricultural Research in Africa (FARA), Accra

Ms. Diana Oyena Akullo, Department of Rural Economy and
Agriculture, African Union Commission (AUC), Addis Ababa

Mr. Peter Button, Vice Secretary-General, International
Union for the Protection of New Varieties of Plants (UPOV),
Geneva

Discussions

13.00 – 14.30 Lunch Break

14.30 – 16.15 **SESSION IV****IP FOR COMPETITIVENESS AND WEALTH CREATION – PRODUCT AND SERVICE BRANDING**

Considered as a major source of competitive advantage, brands and designs are critical to the commercialization of new products and services; increasingly, their contribution as sources of innovation and drivers of economic growth in the world economy is gaining recognition and therefore it is important for policy makers to adopt appropriate legal frameworks that protect brands and designs in order to foster innovation and enhance competitiveness. This session will discuss and showcase with concrete examples, how through the IP system, an innovative idea is given shape and value, transforming the intangible into tangibles with a monetary value.

- (a) Promoting and Protecting Local Products, Services, Tourism and Sport
- (b) The Use of Collective Marks, Certification Marks and Geographical Indications for Leveraging Reputation of Distinctive Local Products for Domestic and International Markets
- (c) Promoting Franchising and Merchandizing in Africa

Moderator: TBD

Panelists: Ms. Pajchima Tanasanti, former Director General of the IP Office of Thailand, Bangkok

Ms. Marina Sauzet, Intellectual Property Consultant, Tartegnin, Switzerland

Mr. Thebe Ikalefeng, Founder and Chairman, Brand Leadership Group, Bryanston, South Africa

Mr. Ramon Gonzalez Figueroa, Director General, Regulatory Council of Tequila, Jalisco, México

16.15 – 16.30 Discussions
Coffee Break

16.30 – 18.15 **SESSION V****THE CONTRIBUTION OF IP AND INNOVATION TO THE PROMOTION OF INDUSTRIALIZATION FOR SUSTAINABLE GROWTH IN AFRICA**

This session will discuss how IP, Science, Technology and Innovation can promote industrialization for Africa's sustainable growth; it will highlight the importance of adopting institutional IP policies and also discuss the contribution of national, regional and international IP rights management systems to economic development.

- (a) Establishing Robust Institutional IP Innovation Policies and Strategies for Sustainable Public and Private Partnerships
- (b) Promoting the Use and Adaptation of Existing Appropriate Technologies as well as Indigenous Technological Innovation and Traditional Innovation
- (c) Promoting the Use of Regional and International IP Filing Systems as a Strategic Tool for Enhancing Competitivity

Moderator: H.E. Mr. Joshua Setipa, Minister for Trade and Industry, Maseru

Panelists: Mr. Tom Ogada, Professor, Executive Director, Innovation and Technology Management Services, Nairobi

Mr. McLean Sibanda, Chief Executive Officer, the Innovation Hub, Innovation Centre, Johannesburg

Dr. Kasirim Nwuke, Chief, New Technologies and Innovation, United Nations Economic Commission for Africa (UNECA), Addis Ababa

Mr. Fernando dos Santos

Mr. Paulin Edou Edou

Discussions

16.30 – 18.15 Young Inventors Meeting with H.E. Mrs. Ameenah Gurib-Fakim and Mr. Francis Gurry

Thursday, November 5, 2015

9.00 – 10.45 **SESSION VI**

CONNECTING RESEARCH AND DEVELOPMENT (R&D) AND IP WITH INDUSTRIES FOR VALUE CREATION

One of the important sources of IP is the results of Research and Development. In every industrialized nation, one of the engines of economic development is the cooperation between R&D institutions and the industries. This cooperation leads to shared risk, a risk sharing process that minimizes the high cost of research to the industry while the public funded R&D institutions are built to take such risks without erosion of shareholders' investment.

- (a) The Industry R&D environment and Risk Limitations – The limitation on expenditures to minimize stockholders' equity erosion
- (b) The Public Sector R&D capabilities and Risk appetite – failure as a “good thing”

(c) Promoting collaborative research – Resulting in industry value addition

Moderator: H.E. Mr. Bruno Jean Richard Itoua, Minister for Scientific Research and Technological Innovation, Brazzaville

Panelists: Mr. Julius O. Akinyemi

Mr. Barthélémy Nyasse

Mr. Mohamed Shariff Mohamed Din

Mr. McLean Sibanda

Discussions

10.45 – 11.00 Coffee Break

[End of Cluster I]

Tuesday, November 3, 2015

CLUSTER II: COPYRIGHT AND CREATIVITY FOR THE TRANSFORMATION OF AFRICAN ECONOMIES

15.45 – 17.15 **SESSION I**

COPYRIGHT AS AN INCENTIVE AND AS A GROWTH DRIVER FOR DIGITAL DEVELOPMENT

This multi-disciplinary session will provide a forum to review the impact of the new digital eco-system on creative industries and their markets: How digital is impacting on the value chains, what are the areas of growth and new creative markets and how these industries can take advantage of the multiple spillover effects of creativity to promote tourism, education and cultural heritage. The session will also consider the role of copyright in financing creativity and in boosting the African art market.

- (a) The Role of Copyright for Financing Creative and Businesses and Structuring Creative Industries
- (b) Exploring New Creative Businesses, Online Mobile Applications, Tourism and Culture
- (c) Cultural Heritage in the Digital Era
- (d) Boosting the African Art Market: The Artist's Resale Right.

Moderator: Mr. Papa Massene Sene, Researcher, *Institut fondamental d'Afrique noire* (IFAN), Cheikh Anta Diop University, Dakar

Panelists: Ms. Marisela Ouma, Executive Director, Kenya Copyright Board, Nairobi

Mr. Barthelemy Togo, Painter, Yaoundé

Mr. Didier Awadi, Studio Sankara, Dakar

Mr. Rob Hooijer, International Federation of the Phonographic Industry (IFPI), Johannesburg

Discussions

17.15 – 18.30 **SESSION II**

THE STRATEGIC USE OF INTELLECTUAL PROPERTY IN THE SPORT INDUSTRY

While sports have become an economic activity, the financing of professional sport increasingly relies on an effective protection and commercialization of IP intangible assets, such as notably federations, teams, event organizers and sponsors. The session aims to increase understanding of the importance of IP for the development of professional sport and the organization of large sport events. It will also provide an opportunity to ponder on best practices and

exchange experiences with a view to develop effective IP strategies to sustain business development and wealth creation, and to promote the value of sport.

- (a) Producing African Sport Content
- (b) IP Creation in Sport: Generating Value
- (c) Broadcasting and Media Rights in Sport
- (d) Towards National Strategies on IP and Sport

Moderator: H.E. Mr. Fodé Seck, Ambassador, Permanent Mission of the Republic of Senegal to the United Nations, New York

Panelists: Ms. Simone Lahorgue Nunes, Levy and Salomão Advogados, Rio de Janeiro, Brazil

Mr. Howard Stupp, Director of Legal Affairs, International Olympic Committee Lausanne, Switzerland

Professor Abdoulaye Sakho, Director, *École doctorale sciences juridiques, politiques, économiques et de gestion, Directeur fondateur du Master droit du sport*, University Cheikh Anta Diop, Dakar

Discussions

19.30 Reception and Cultural Evening

Wednesday, November 4, 2015

9.00 – 10.45 **SESSION III**

MUSIC AND AUDIOVISUALS AT THE CROSSROADS: TRENDS AND STRATEGIES

This session will consider the impact of the evolving digital ecosystem upon the production, distribution and consumption of audiovisual and music content. It will discuss the role of the WIPO Beijing Treaty on audiovisual performances and how updated legal copyright frameworks can enable countries to reap the economic and social benefits of the technological transformation and enhance the social and economic status of creators and performers. It will discuss what is required from Governments to create an enabling environment conducive to creativity and economic sustainability of the audiovisual and musical sectors.

- a) Promoting Online Creative Opportunities and Legal Models

- b) The Role of Legislation
- c) Enhancing the Social Status of Artists: The WIPO Beijing Treaty

Moderator: Mr. Aziz Dieng, Principal Advisor to the Minister for Culture,
Ministry of Culture, Dakar

Panelists: Mr. Benoit Machuel, General Secretary, International
Federation of Musicians (FIM), Paris
Mr. Tidjane Deme, Director, Google Africa, Dakar
Ms. Dorothy Ghattuba, Chief Executive Officer, Spielworks,
Nairobi
Mr. Salif Traoré, Gaou Productions, Abidjan

Discussions

10.45 – 11.00 Coffee Break

11.00 – 12.45 **SESSION IV**

**PROMOTING SOCIAL INCLUSION AND BUILDING A LEARNING
LANDSCAPE: THE MARRAKESH VIP TREATY**

The session will address policies and strategies that foster the development and diffusion of knowledge and creativity notably through educational publishing. The panel will consider the key role that the Marrakesh VIP Treaty can play in boosting access to books for the visually impaired and will identify strategies to rapidly bring into force this key Treaty. It will consider how the Accessible Books Consortium (ABC) can contribute to these objectives as well as the important role of libraries and publishers.

- (a) Promoting Access to the Knowledge Economy and Social Inclusion: The Role of Publishers and Libraries
- (b) Developing Platforms: The Accessible Book Consortium (ABC)

Moderator: H.E. M. Mustapha Khalfi, Minister for Communication,
Ministry of Communication, Rabat

Panelists: H.E. Ms. Hendrietta Bogopane-Zulu, Deputy Minister,
Ministry of Social Development, Pretoria, South Africa

Ms. Awa Cissé, *Consortium des Bibliothèques de
l'enseignement supérieur du Sénégal (COBESS)*,
Dakar

Ms. Michele Woods, Director, Copyright Law Division,
Culture and Creative Industries Sector, WIPO, Geneva

Mr. Abdullah Saiwaad, Managing Director, Readit Books
Ltd., Dar es Salaam

Discussions

13.00 – 14.30 Lunch Break

14.30– 16.15 **SESSION V**

TELEVISION GOES DIGITAL: THE ROLE OF BROADCASTERS

The full migration process to digital terrestrial television and the liberalization of the media landscape in Africa represent an unprecedented opportunity for the emergence of market-driven broadcasting and audiovisual sectors and for socio-eco-cultural transformation. The session will provide an overview of the growing television ecosystem, of the legal and business challenges facing broadcasters in the digital age such as signal piracy and of production of competitive quality content. It will also look at what the protection of broadcasting organizations means for African economies and culture.

- (a) How Digital is Reshaping the Eco System
- (b) Legal and Business Issues in Production and Distribution of Audiovisual Content
- (c) Towards a Broadcasting Treaty

Moderator Mr. Mamadou Baal, Director, *Comité national de pilotage de la transition de l'analogique au numérique*, (CONTAN), Dakar

Panelists Mr. Jean-Christophe Ramos, *Directeur des affaires corporate de Canal+Afrique*, Dakar

Mr. Aynon Doyle, Manager of Regulatory Affairs, MultiChoice International, Johannesburg

Mr. George Twumasi, African Public Broadcasting Foundation, London

Discussions

16.15 – 16.30 Coffee Break

16.30 – 18.15 **SESSION VI**

TRANSPARENCY, ACCOUNTABILITY, GOVERNANCE (TAG)

This session will discuss the role of collective management in promoting the growth of the African digital market while addressing concrete steps to strengthen its functioning to ensure a smoother, accountable and transparent system for the management of rights by creators and their representatives. The panel will consider the views of creators and users, and possible ways to

enhance cooperation between digital services and Collective Management Organizations (CMOs), as well as online licensing processes and the importance of providing authoritative sources of data.

- (a) The Role of Collective Management in the Digital Age
- (b) Monetizing Efficiently the Exploitation of Content
- (c) TAG of Excellence
- (d) Data Management

Moderator: Ms. Irène Vieira, Director General, *Bureau ivoirien du droit d'auteur* (BURIDA), President of the African Committee of the International Confederation of Societies of Authors and Composers (CISAC), Abidjan

Panelists: Ms. Dora Makwinja, Director General, Copyright Society of Malawi (COSOMA), Lilongwe

Mr. Olav Stokkmo, Chief Executive Officer, International Federation of Reproduction Rights Organizations (CMOs), Brussels

Ms. Nadia Vally, Intellectual Property Office (UKIPO) London

Discussions

Thursday, November 5, 2015

9.00 – 10.45 **SESSION VII**

HARNESSING THE PARTICIPATION OF AFRICA IN THE DIGITAL ECONOMY

This cross cutting session will consider practical strategies to integrate creativity and copyright in national or regional economic plans. It will look at best practices to promote creative businesses and the commercialization of traditional cultural expressions/expressions of folklore for community based enterprises. It will consider innovative financing models to support creative businesses and public/private partnerships to foster the development of a market driven cultural sector and investment confidence.

- (a) Promoting a Digital Content Strategy for Africa
- (b) Commercialization of Traditional Cultural Expressions/Expressions of Folklore for Community-Based Enterprises
- (c) Integrating Creativity and Culture in Economic and Development Plans: Best Practices
- (d) Financing Content Creation (Venture Capital, Equity, Crowd Funding)

Moderator: Mr. Éric Baptiste, Director General, Society of Composers, Authors and Music Publishers of Canada (SOCAN), Chairperson of the Board of Directors of the International Confederation of Societies of Authors and Composers (CISAC), Toronto, Canada

Panelists: Mr. Eric Chinje, Chief Executive Officer, Africa Media Initiative, Yaoundé

Mr. Claude Grunitzky, Chairman, TRUE, London

Ms. Sandra Oyewole, Partner, Oyewole Law Firm, Lagos, Nigeria

Discussions

10.45 – 11.00 Coffee Break

[End of Cluster II]

Thursday, November 5, 2015

CLUSTER I AND II – PLENARY SESSION

11.00 – 13.00 PRESENTATION OF THE WIPO REPORT AND PANEL DISCUSSION ON THE AFRICAN FASHION DESIGN INDUSTRY: CAPTURING VALUE THROUGH INTELLECTUAL PROPERTY

Moderator: Dr. Nicola Searle, Assistant Professor, Institute for Cultural and Creative Entrepreneurship at Goldsmiths, University of London (Former Economic Advisor at the United Kingdom IPO), London

Panelists: Mr. Alphadi Siednaly, Fashion Designer, Alphadi, Paris

Ms. Sadiya Gueye, Fashion Designer, Dakar

Mr. Hicham Lahlou, Interior Designer, Casablanca, Morocco

Ms. Clare Lissaman, Director, SOURCE Consultancy, Ethical Fashion Forum, London

Ms. Romaine-Abbey Quartey, Manager, Fashion Lane, Accra

Mr. Bryan Ramkilawan, Chief Executive Officer, Cape Town Fashion Council (CTFC), Cape Town, South Africa

Questions and Answers

13.00 – 14.30 Lunch Break

14.30 – 15.45 REPORT ON THE WORKSHOP OF YOUNG INVENTORS AND CREATORS: IP INNOVATION AND CREATIVITY AND ENTREPRENEURSHIP

Discussions

15.45 – 16.00 Coffee Break

16.00 – 17.00 Plenary Resumes: Presentation of Reports

17.00 – 18.00 Presentation and Adoption of Outcome Document

18.00 Closing

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