



JAPAN PATENT OFFICE



*"Investing in Africa's Future"*



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## WIPO-ARIPO-MIP ALUMNI REGIONAL WORKSHOP

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**ORIGINAL: ENGLISH**  
**DATE: DECEMBER 2023**  
**WIPO/IP/HRE/23**

## Artificial Intelligence (AI) and New Technology Trends in Business

Organized by  
The World Intellectual Property Organization (WIPO)

In collaboration with  
The African Regional Intellectual Property Organization (ARIPO)

With the assistance of  
The Government of Japan

**On site, Harare, December 6 - 7, 2023**

**Venue: African Sun, Monomotapa Hotel**

PROVISIONAL PROGRAM

*Prepared by the International Bureau*

Wednesday, December 6, 2023

**Day 1: Artificial Intelligence (AI) and Innovation in Business**

09:00 – 09.30	Administrative Arrangements and Networking	
09.30 – 10.00	<b>Opening Ceremony</b> Welcome and Opening Remarks	
	Speakers: <ul style="list-style-type: none"><li>• Representative from the Embassy of Japan in Zimbabwe, Harare</li><li>• Professor Peter Mageto, Vice-Chancellor, Africa University</li><li>• Ms. Loretta Asiedu, Acting Director, Division for Africa, World Intellectual Property Organization (WIPO)</li><li>• Government of Japan (TBC)</li><li>• Mr. Bemanya Twebaze, Director, General, African, Regional Intellectual Property Organization (ARIPO)</li></ul>	
10.00 – 10.30	<b>Group Photo and Coffee Break</b>	
10.30 – 11.30	<b>Session 1</b>	<b>AI and Intellectual Property (IP)</b>
		<b>Subtopic 1: Introduction to IP and AI</b>
	Speaker:	Mr. Marvin Alinaitwe, Ministry of Science, Technology and Innovation, Uganda. (MPhil – IP cand., KNUST)
	Objective	Speaker shall provide an explanation on IP, and discuss strategies for protecting AI innovations, as well present some international case studies.
		<b>Subtopic 2: “How Artificial Intelligence is Transforming Africa”</b>
	Speakers:	Mr. Mariott Lusengo, Zimbabwe (Virtually)
	Objective:	Introduction to Artificial intelligence and technologies in the context of IP.  Speaker will interact with the alumni on various experiences and challenges for using AI in their businesses and share real examples, including the difficulties overcome with the use of AI and new technologies during the COVID-19 pandemic and how it benefits Businesses Management. (TBD)

	15 minutes	Question and Answer Session
11.30 – 12.00	<b>Session 2</b>	<b>AI and IP for Product Development / Commercialization</b>
	Moderator:	Loretta Asiedu, Acting Director, Division for Africa, Geneva
	Speakers:	David Jeng – CEO of Bliss Executives, Gambia TBD (Mpesa scenario)/Dr. Stanislas Bigirimana Mr. Mariott Lusengo, Zimbabwe
	Objective:	Speakers shall discuss the use of AI for product development (content creation, innovation) and how businesses could use IP to protect and commercialize these creations.
	10 minutes	Question and Answer Session
12.00 – 13.30	<b>Lunch Break</b>	
13.30 – 15.00	<b>Session 3</b>	<b>AI and the Creative Industry</b>
		<b>Subtopic 1: Creative works</b>
	Speakers:	Chinedu Chukwuji CEO at PurpleBlue Entertainment Solutions Limited, Lagos, Nigeria Tinodiwa Zambe Makoni, Creative Director, CCX Comics, Harare, Zimbabwe
	Objective:	Speaker shall discuss ownership of AI and creative works and highlight the identified challenges, including the evolving creative industries.
		<b>Subtopic 2: Experience Sharing</b>

	Moderator:	Martha Chikowore, Acting Head, Academic Institutions and Executive Program, World Intellectual Property Organization (WIPO), Geneva
	Speakers:	<p>Tinodiwa Zambe Makoni, Creative Director, CCX Comics, Harare, Zimbabwe</p> <p>Chinedu Chukwuji CEO at PurpleBlue Entertainment Solutions Limited, Lagos, Nigeria</p> <p>Alumni – Current participant (Leslie Wellington TBD) AI Engineer/ Ms. Lorato Modise, Lecturer, Limkokwing University of Creative Technology, Gaborone - Botswana</p>
	Objective:	Speakers will use their own experiences to show to graduates the need to perfectly use AI when it comes to creativity industries. They will share advice on how to think outside the box by using the rich culture that the African region has to offer and how using AI and new technology trends in their businesses has allowed them to grow their activities and create a new business opportunity, despite facing the latest issues caused by AI, especially ChatGPT
	15 minutes	Question and Answer Session
15.00 – 15.15	<b>Coffee Break</b>	
15.15– 16.45	<b>Session 4</b>	<b>Legal and Ethical Aspects of AI and IP</b>
	Speaker:	Marvin Alinaitwe, Uganda
	Objective:	<p>The Speaker will discuss AI generated content in the context of IP, focusing on issues of ownership and patentability. Additionally, he/she will explore the legal framework and its enforcement, as well as discuss licensing and technology transfer agreements and its importance.</p> <p>The ethical content of AI will be explored, to focus on the morality aspects.</p>
	15 minutes	Question and Answer Session

End of Day 1

Thursday December 7, 2023**Continued**

09.30 – 10.45	<b>Session 5</b>	<b>Commercialization of products using AI</b>
		<b>Subtopic 1: Revolutionizing marketing with AI - Developing an AI strategy for your business</b>
	Speaker:	Mr. Mariott Lusengo, Zimbabwe
		Speaker will provide an insight into the key aspects of commercializing products using AI. He/She will discuss the areas of market research, the identification of market opportunities and the development of new products. Speaker will also discuss the importance of branding and how AI could be used to develop a successful brand  The speaker will provide elements for an AI strategy
		<b>Subtopic 2: Experience of use of AI in Agribusiness</b>
	Speaker:	Lovelace Ankrah A business development expert, Accra, Ghana
	Objective:	Speaker will use their own experiences to show how AI is necessary in finding solutions towards Climate change, in the world and in Africa. They will share advice on how to think outside the box by using the rich culture that Japan has to offer and how using new technology trends in alumni's businesses will allow them to add stones into the climate change fight.
	15 minutes	Questions and Answers Session
10.45 – 11.15	<b>Coffee Break</b>	
11.15 – 12.45	<b>Session 6</b>	<b>AI in Practice (Building your business with AI tools)</b>
	Moderator	Chinedu Chukwuji CEO at PurpleBlue Entertainment Solutions Limited, Lagos, Nigeria
	Speaker:	Tinodiwa Zambe Makoni, Creative Director, CCX Comics, Harare, Zimbabwe  David Jeng – CEO of Bliss Executives, Gambia

		Ms. Lorato Modise – Lecturer, Limkokwing University of Creative Technology, Gaborone - Botswana
	Objective	Speakers will guide participants on certain AI tools and practices which could assist them in upscaling their businesses promptly such as: <ul style="list-style-type: none"> <li>- AI for translation</li> <li>- AI for customer experience (chatbots)</li> <li>- AI and Data analysis</li> </ul>
12.45 – 14.00	<b>Lunch break</b>	
14.00 – 15.00	<b>Session 7</b>	<b>AI for the Future of Work in Business Management and Entrepreneurship (SMEs)</b>
		<b>Subtopic 1: Opportunities for the informal economy</b>
	Moderator:	
	Speaker:	Lovelace Ankrah A business development expert, Accra, Ghana  Dr. Stanislas Bigirimana, Africa University
	Objectives:	Speaker will share his experience as entrepreneurs and demonstrate how they are solving challenges on the Future of Work in the digital age, by using New Technology trends. They will highlight the importance of AI. The guidance provided to alumni in this area will allow them to better understand how to develop AI as a management asset in the digital age for their businesses.
	15 minutes	Question and Answer Session
15.15 – 15.30	<b>Coffee Break</b>	
15.30 – 16.45		<b>Subtopic 2: Latest developments in AI and their implications on IP</b>
	Speaker:	Ms. Lorato Modise, Botswana Dr. Stanislas Bigirimana, Burundi
	Objectives:	The discussion on future trends and latest development will cover the following: <ul style="list-style-type: none"> <li>- Creative Industries</li> <li>- Education</li> <li>- Data privacy</li> </ul>
	15 minutes	Questions and Answers Session
16.45 -17.00	Wrap Up and Way Forward	

	<b>Closing Remarks</b>
	<b>End of Program</b>

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