



ETHIOPIAN INTELLECTUAL PROPERTY OFFICE



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/ADD/15/INF.1 PROV
ORIGINAL: ENGLISH
DATE: JULY 15, 2015

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

Organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Ethiopian Intellectual Property Office (EIPO)

Addis Ababa, July 21 to 23, 2015

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

Tuesday, July 21, 2015

8.00 – 9.00

Registration

9.00 – 9.30

Opening Ceremony

Welcome Addresses by:

Mr. Teshale Yona, Director General, Ethiopian Intellectual Property Office, Addis Ababa

Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, World Intellectual Property Organization (WIPO), Geneva

9.30 – 10.15

Topic 1

Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of SMEs

Speaker: Mr. Anil Sinha

Resource: Module One of IP PANORAMA

10.15 – 10.45

Tea/Coffee Break

10.45 – 11.30

Topic 2

Ethiopian SMEs and IP: Opportunities and Challenges

Speaker: Mr. Wondwossen Belete, President,
Society for Technology Studies, Addis Ababa

11.30 – 12.15

Topic 3

The Importance of Trademarks in Establishing a Distinct Brand in the Marketplace

Speaker: Dr. Pierre El Khoury, Professor, La Sagesse University, Beirut, Lebanon

Resources: Module Two of IP PANORAMA

“Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”

- 12.15 – 13.00 **Topic 4**
The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Dr. Pierre El Khoury
- Resources: Module Two of IP PANORAMA
 “Looking Good”
- 13.00 – 14.00 Lunch Break
- 14.00 – 14.45 **Topic 5**
Building a Competitive Edge: Protecting Inventions by Patents and Utility Models
- Speaker: Mr. Anil Sinha
- Resources: Module Three of IP PANORAMA
 “Inventing the Future – An Introduction to Patents for Small and Medium-Sized Enterprises”
- 14.45 – 15.30 **Topic 6**
Benefitting from your Copyright and Using the Copyright Works of Others in your Business
- Speaker: Dr. Saudin Jacob Mwakaje, Professor,
 University of Dar es Salaam, School of Law,
 United Republic of Tanzania
- Resources: Module Five of IP PANORAMA
 “Creative Expression – An Introduction to Copyright for Small and Medium-Sized Enterprises
- 15.30 – 16.00 Tea/Coffee Break
- 16.00 – 16.45 **Topic 7**
Putting in Place a Trade Secret Protection Program
- Speaker: Mr. Tomasz Liharewski, Program Officer, Small and Medium-sized Enterprises (SMEs) Section, World Intellectual Property Organization (WIPO), Geneva
- Resources: Module Four of IP PANORAMA

14.30 – 15.15 **Topic 12**
IP Asset Management: IP Audit and IP Due Diligence

Speaker: Dr. Saudin Jacob Mwakaje

Resource: Module Ten of IP PANORAMA

15.15 – 15.45 Tea/Coffee Break

15.45 – 16.30 **Topic 13**
Intellectual Property Issues in International Business

Speaker: Mr. Anil Sinha

Resource: Module Nine of IP PANORAMA

Thursday, July 23, 2015

9.00 – 9.45 **Topic 14**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing

Speaker: Dr. Pierre El Khoury

Resource: Module Eleven of IP PANORAMA

9.45 – 10.45 **Topic 15**
The Interface between Universities, Public Research Institutions and SMEs

Speakers: Mr. Seyoum Woujira, Director of Garment, Textile and Leather Directorate, Federal SMEs Development Agency, Addis Ababa

Dr. Saudin Jacob Mwakaje

10.45 – 11.00 Tea/Coffee Break

11.00 – 11.45 **Topic 16**
IP Law and Administration in Ethiopia

Speaker: Mr. Getachew Mengistie

- 11.45 – 12.30 **Topic 17**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speakers: Dr. Saudin Jacob Mwakaje and
 Dr. Pierre El Khoury
- 12.30 – 13.45 Lunch Break
- 13.45 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Ethiopia**
- Moderator: Mr. Anil Sinha
- Discussants: International and Local Speakers
- 15.00 – 16.00 Written Test (open book) for Evaluation of Participants
- 16.00 – 16.15 Summing up and Closing Ceremony

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