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| **WEBINARS** |
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| ORIGINAL: eNGLISH  |
| DATE: June 26, 2020  |
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**REGIONAL BUREAU FOR AFRICA CAPACITY BUILDING FOR SMEs, JULY 2020**

organized by

the World Intellectual Property Organization (WIPO)

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

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| Wednesday, July 22, 2020 |
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| 10.30 – 11.30 | **Topic 1**  | Fundamentals of Intellectual Property and Relevance in Business1. Global shifts in value from tangibles to intangibles
2. What is intellectual property
3. Key concepts in respect of each IP type
4. Examples of companies in Africa
 |
|  |  | Speaker: Prof. Caroline Ncube Department of Commercial Law;  University of Cape Town; South Africa |
|  |  | Discussions |
|  |  | [End of Webinar] |