



WEBINAR

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DATE: MARCH 30, 2021

World Intellectual Property Day Kickoff Event in Africa

Growing Brands: Evolving Opportunities - African SMEs Reflect.

organized by
the World Intellectual Property Organization (WIPO)

in collaboration with

the African Union (AU)

the African Regional Intellectual Property Organization (ARIPO)

the Organisation africaine de la propriété intellectuelle (OAPI)

the AfrIPI Project of the European Intellectual Property Office (EUIPO)

the Japan Patent Office (JPO)

the United States Patent and Trademark Office (USPTO),

and
Smart Africa

Online, April 22, 2021

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO



Thursday, April 22, 2021

13.30 – 13.35

Introduction by:

Mr. Marc Sery-Kore
Director, Division for Africa
World Intellectual Property Organization (WIPO)

13.35 – 13.45

Opening Address by:

Mr. Hasan Kleib
Deputy Director General, Regional and National Development Sector
World Intellectual Property Organization (WIPO)

13.45 – 13.50

Introduction of Partners and Panelists by:

Ms. Loretta Asiedu (Moderator)
Senior Counsellor, Division for Africa, WIPO

13.50 – 15.10

Conversations with Entrepreneurs

Ms. Caroline Owusu-Ansah
Founder of LUV SCRUB (Personal Care Products Industry)
Ghana

With

Ms. Holly Lance
Attorney Advisor, Office of Policy and International Affairs
U.S. Patent and Trademark Office

Ms. Zohra Baraka
Founder of Mohazo Ex-Impo Ltd (Home Décor & Handicrafts Industry)
Kenya

With

Mr. Guy Pessach
Director, IP for Business Division (IPBD)
World Intellectual Property Organization (WIPO)

Mr. Boureima Doumbia
Founder of Société Aminata Konaté (Food Industry)
Mali

With

Ms. Magui Nhoko
Counsellor, Project Coordinator,
Organisation africaine de la propriété intellectuelle (OAPI)



Ms. Joyce Chimanye
 Founder of Zuvva Fashion (Fashion Industry)
 Zimbabwe

With

Mr. John Kabare
 Intellectual Property Operations Executive
 African Regional Intellectual Property Organization (ARIPO)

Ms. R. Gumsu Hussaini Zanna
 Founder of VividoSchone (Food & Beverage Industry)
 Nigeria

With

Dennis Scheirs
 International Cooperation Service
 International Cooperation and Legal Affairs Department
 AfRIPI Project - European Union Intellectual Property Office (EUIPO)

Mr. Serge Armel Njidjou
 Founder of Agence universitaire pour l'innovation (AUI) (Tech Industry)
 Cameroun

With

Dr. Ralph Oyini Mbouna
 Head of Digital Transformation, Innovation and Services
 Smart Africa

Prof. Keolebogile (Keo) Shirley Motaung
 Founder of Global Health Biotech (PTY) LTD (Healthcare Industry)
 South Africa

With

Mr. Tetsuo Kamada
 Deputy Director, Policy Planning and Research Division,
 Policy Planning and Coordination Department,
 Japan Patent Office (JPO)

15.10 – 15.40

Discussions

15.40 – 16.00

Closing remarks

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