



GOVERNMENT OF THE REPUBLIC OF THE GAMBIA



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## SEMINAR

ORIGINAL: ENGLISH  
DATE: SEPTEMBER 12, 2023  
WIPO/IP/BJL/23

# Capacity Building and Awareness Raising Seminar for Policy Makers in the Gambia

Organized by:

The World Intellectual Property Organization

In collaboration with,

The Ministry of Justice of the Republic of Gambia

**Banjul, September 12, 2023**

*Prepared by:*

*The International Bureau*

**Tuesday, September 12, 2023**

9:00 - 9:30 Registration

9:30 - 10:00 Opening Remarks

Remarks by the Registrar General, Abdoulie Colley

Remarks by the WIPO Acting Director of Division for Africa, Loretta Asiedu

Opening Statement by the Solicitor General & Legal Secretary, Hussein Thomasi

10:00 - 10:30 Group Photo and Coffee break

10:30 - 11:15 Topic 1: The Wealth Creation Effect of Trademarks, Certification Marks, Collective Marks and Geographical Indications: Experiences of Selected African Countries

Speaker: Mr. David Jeng, Business Support Consultant, Gambia

11:15 - 12:00 Topic 2: The contribution of the Creative Industries to Socio Economic Development examples from selected African countries and the potential in the Gambia

Speaker: Ms. Rose Mboya, IP Expert, Kenya

12:15 - 13:00 Topic 3: Linking Academia to Industries for Economic Growth specifically focussing on SMEs.

Speaker: Ms. Rose Mboya

13:00 - 14:00 Lunch Break

14:00 End of program