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