National Workshop: The Use of Intellectual Property in Strengthening Competitiveness of Small and Medium Enterprises in the Gambia

Organized by:
The World Intellectual Property Organization (WIPO)

In collaboration with,
The Ministry of Justice of the Republic of Gambia

Banjul, September 13 and 14, 2023

Prepared by:
The International Bureau
Draft Program

Wednesday September 13, 2023

09:00 - 09:30    Registration

09:30 - 10:00    Opening Remarks

Remarks by the Registrar General, Abdoulie Colley
Remarks by the WIPO Acting Director of Division for Africa, Loretta Asiedu
Remarks by the Solicitor General & Legal Secretary, Hussein Thomasi

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

Theme 1. Promotion and Protection of intellectual property assets Generated by SMEs

10:30 - 11:15   Topic 1: General Overview of Intellectual Property

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

11:15 - 12:00    Topic 2: Protection of IP assets in the Gambia

Speaker: Mr. Serign Bamba Jabbie, Senior State Counsel IP Office

12:00 - 13:30    Lunch Break

13:30 - 14:15   Topic 3: Regional and International Routes for protection of IP Assets

Speaker: Ms. Ozden Ilhan, Fellow, Lisbon Registry, WIPO

14:15 - 15:00    Topic 4: Demonstration of the preparation and filing of applications with the Registrar General’s Office (RGO) of the Gambia

Speaker: Mr. Alieu Jabang, Senior Legal Clerk IP Office

15.00 - 15.30  Coffee Break

Theme 2. Enhancing competitiveness of SMEs in the market

15:30 - 16:45    Topic 5: The Use of Trademarks, Certification Marks, Collective Marks and Geographical Indications and Designs in marketing products and services of SMEs

Moderator: Ms. Loretta Asiedu, Acting Director, Division for Africa, WIPO

Speakers: Ms. Rose Mboya, IP Expert, Kenya
          Ms. Lillian Nantume, IP Expert, Uganda
          Mr. David Jeng, Business Support Consultant, Gambia

16:45 - 17:00    Wrap Up and Closing of Day 1

Facilitator: Mr. Rama Mwanundu, Project Coordination and Evaluation Expert, Division for Africa, WIPO
Thursday September 14, 2023

Theme 2 continued: Enhancing competitiveness of SMEs in the market

09.00 - 10.00  Topic 6: WIPO Tools and Services in support of SMEs

Speaker: Mr. Christopher Kalanje, Counsellor, IP for Business Division, WIPO

10:00 - 10:45  Topic 7: Facilitating access to scientific and technological information - Demonstration of the use of patent databases

Speaker: Alphonse Mendy, TISC Focal Point, USET

10:45 - 11.00  Coffee Break

Theme 3: Exploitation and Commercialization of IP assets

11:00 - 11.45  Topic 8: Licensing, Franchising and Merchandising – Practical Examples

Speaker: Ms. Rose Mboya

11:45 - 12:30  Topic 9: Case Study - A Gambian experience

Speaker: Mr. David Jeng

12:30 - 13:00  Discussions

13.00 - 14.30  Lunch Break

14:30 - 16:30  Topic 10: Practical Experience Sharing and Group exercises

Speaker: Ms. Liliane Nantume

Facilitators: Mr. David Jeng
Ms. Rose Mboya
Mr. Rama Mwanundu

16:30 - 17:00  Presentation of Group Reports

17:30 - 18:00  Discussion on the Way Forward and Closing of Program