



JAPAN PATENT
OFFICE



JAPAN INTERNATIONAL
COOPERATION AGENCY



KENYA INDUSTRIAL
PROPERTY INSTITUTE



ONE VILLAGE ONE
PRODUCT PROGRAM
KENYA



TAITA TAVETA
COUNTY
GOVERNMENT



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

WORKSHOP

WIPO/IP/WK/NBO/16/INF/1
ORIGINAL: ENGLISH
DATE: FEBRUARY 15, 2016

Planning Meeting and the First Training Workshop for a Branding Project using Intellectual Property (IP) for “Taita Basket”

organized by
the World Intellectual Property Organization (WIPO)

in cooperation with
the Japan Patent Office (JPO)

the Japan International Cooperation Agency (JICA)

the Kenya Industrial Property Institute (KIPI)

the One Village One Product Program (OVOP) Kenya

and
the Taita Taveta County Government

Voi, Republic of Kenya, February 15 to 19, 2016

PROGRAM

prepared by the International Bureau of WIPO

Planning Meeting (February 15, 2016)

Monday, February 15, 2016

9.00 – Discussion

Discussion points:

- Select the most appropriate type of Intellectual Property (IP) tool
- Strategy on how to mobilize all basket weavers to form an umbrella association
- Structure of association and its role
- Strategy on how to control the quality of baskets
- Strategy on what to certify and how to certify
- Structure of certifying body
- Identify partners of the project and define each partner's role
- Agree on the project implementation strategy and time frame
- Name of the mark
- Logo design concept

Preparation for Workshop (February 16, 2016)

Preparation day for the First Training Workshop based on the project implementation strategy and each partner's role agreed in the Planning Meeting

First Training Workshop (February 17 to 19, 2016)

Wednesday, February 17, 2016

8.30 – 9.00 Registration

9.00 – 9.30 Opening ceremony

Welcome/Opening Remarks by:

The representative of the One Village One Product (OVOP) Program, Ministry of Industrialization and Enterprise Development, Nairobi

The representative of the Kenya Industrial Property Institute (KIPI), Nairobi

The representative of the World Intellectual Property Organization (WIPO), Geneva

The representative of the Japan International Cooperation Agency (JICA), Nairobi

Mr. Toshiyuki Machida, Third Secretary, Embassy of Japan in Kenya, Nairobi

The representative of the Taita Taveta County Government, Taita, Kenya

Introduction:

9.30 – 11.00 **Topic 1:** **Presentation of the Project Implementation Strategy**

Speaker: Mr. Ernest Nguruwi, Programme Coordinator, One Word One Product (OWOP) Taita Taveta County Government, Voi, Kenya

Discussions

11.00 – 11.15 Coffee Break

Presentations:

11.15 – 12.00 **Topic 2:** **Basics of Intellectual Property (IP) and Trademark**

Speakers: Mr. Mashengu M. Mwasi, Patent Examiner, KIPI

 Mr. Geoffrey M. Ramba, Senior Trademark Examiner, KIPI

12.00 – 12.15 **Topic 3:** **Regional Brands in Japan**

Speaker: Mr. Shingo Tsuda, Program Officer, Regional Bureau for Africa, Development Sector, WIPO, Geneva

12.15 – 13.30 Lunch Break

13.30 – 14.15 **Topic 4:** **Importance of Standard and Quality Control**

Speakers: Mr. Lewell G. Njehia, OVOP Programme Coordinator, Ministry of Industrialization and Enterprise Development, Nairobi

 Mr. Samuel Mwangi, OVOP Kenya, Nairobi

 Mr. Festus K. Koech, OVOP Kenya, Nairobi

 Ms. Anne Olubendi, Senior Program Officer (Economy & Private Sector Development), JICA Kenya Office, Nairobi

14.15 – 15.00 **Topic 5:** **Quality of Basket: From the Perspective of Basket Consultant**

Speaker: Mr. Alexander Mzee, Consultant, Wundanyi, Taita Taveta County, Kenya

15.00 – 15.15 Preparation for the exercises

Exercises:

- 15.15 – 16.15 **Topic 6 (a):** **Importance of Standard and Quality Control (Cont'd)
(Thread Making 1)**
- Speakers: Ms. Agripin Marura, Basket Weaving Expert, Mwatate, Taita
Taveta County, Kenya
- Ms. Luciana N. Wamwandu, Basket Weaving Expert,
Kasigau, Taita Taveta County, Kenya
- Ms. Hilder Ngambi Mbuwa, Basket Weaving Expert, Kasigau,
Taita Taveta County, Kenya
- 16.15 – 16.30 Coffee Break
- 16.30 – 17.30 **Topic 6 (b):** **Importance of Standard and Quality Control (Cont'd)
(Thread Making 2)**
- Speakers: Ms. Agripin Marura
- Ms. Hilder Ngambi Mbuwa
- Ms. Luciana N. Wamwandu
- Thursday, February 18, 2016
- 9.00 – 9.45 **Topic 7:** **Quality of Basket: From the Perspective of Handicraft
Exporter**
- Speaker: Ms. Goody Odhiambo Davies, Handicraft Exporter, Nairobi
- 9.45 – 10.00 Preparation for exercises
- 10.00 – 11.00 **Topic 8 (a):** **Importance of Standard and Quality Control (Cont'd)
(Color Mixing 1)**
- Speakers: Ms. Agripin Marura
- Ms. Hilder Ngambi Mbuwa
- Ms. Luciana N. Wamwandu
- 11.00 – 11.15 Coffee Break

11.15 – 12.15 **Topic 8 (b): Importance of Standard and Quality Control (Cont'd)
(Color Mixing 2)**

Speakers: Ms. Agripin Marura
Ms. Hilder Ngambi Mbuwa
Ms. Luciana N. Wamwandu

12.15 – 13.45 Lunch Break

13.45 – 14.45 **Topic 9 (a): Importance of Standard and Quality Control (Cont'd)
(Weaving 1)**

Speakers: Ms. Agripin Marura
Ms. Hilder Ngambi Mbuwa
Ms. Luciana N. Wamwandu

14.45 – 15.00 Coffee Break

15.00 – 16.30 **Topic 9 (b): Importance of Standard and Quality Control (Cont'd)
(Weaving 2)**

Speakers: Ms. Agripin Marura
Ms. Hilder Ngambi Mbuwa
Ms. Luciana N. Wamwandu

Wrap-up:

16.30 – 17.00 **Conclusion of Workshop at Voi**

All Speakers and Participants

Training on site (Sechu and Kasigau): Participants will share their knowledge with other members of their groups in their villages

Friday, February 19, 2016

9.00 – 10.00 **Importance of Standard and Quality Control (Cont'd) (Thread Making 1)**

10.00 – 11.00 **Importance of Standard and Quality Control (Cont'd) (Thread Making 2)**

11.00 – 11.15 Coffee Break

11.15 – 12.15 **Importance of Standard and Quality Control (Cont'd) (Color Mixing 1)**

12.15 – 13.45 Lunch Break

13.45 – 14.45 **Importance of Standard and Quality Control (Cont'd) (Color Mixing 2)**

14.45 – 15.45 **Importance of Standard and Quality Control (Cont'd) (Weaving 1)**

15.45 – 16.00 Coffee Break

16.00 – 17.00 **Importance of Standard and Quality Control (Cont'd) (Weaving 2)**

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