

# DRAFT AGENDA

## Africa IP Forum:

### *Intellectual Property, Regional Integration and Economic Growth in Africa*

Cape Town, South Africa  
Cape Town International Convention Centre (CTICC)  
April 3-5, 2012

**Tuesday, April 3, 2012**

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**8h00-8h45                      Registration**

**8h45-9h30                      Opening Ceremony**  
*CTICC Auditorium 1*

**9h30-11h00                    Plenary 1**  
*CTICC Auditorium 1*

**“IP as an Enabler of African Economic and Cultural Development”**

*Description: Using IP to Promote African Economic Development, Production and Trade*

**11h00-11h30                   Coffee/Tea Break**

**11h30-13h00                   Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**11h30-13h00                   Track 1: Applying Intellectual Property**  
*CTICC Meeting Room 1.41-1.44*

**“Scoring with IP”**

*Description: The Juncture of Sports, Trademarks, Broadcasting and Merchandising in Africa*

**11h30-13h00                   Track 2: Enforcement of Intellectual Property Rights**  
*CTICC Meeting Room 1.61-1.64*

**“Cooperative Approaches to IPR Enforcement”**

*Description: Government Structures for Effective IPR Enforcement, Including the Development of IPR Task Forces, Regional Cooperation, and the Secrets of an Effective IP Law Enforcement Unit*

**11h30-13h00**

**Track 3: Management and Administration of Intellectual Property**

*CTICC Meeting Room 2.41-2.46*

**“Why CMOs are Important, Status of CMO Development in Africa, and Resources Available from WIPO and International CMOs for the Development of CMOs”**

*Description: Why CMOs are Important and How WIPO and International CMOs Can Help African CMOs*

**13h00-14h00**

**Plenary Lunch with Keynote Speaker**

*CTICC Ballroom*

**14h00-15h15**

**Plenary 2**

*CTICC Auditorium 1*

**“Dangers of Counterfeit Goods”**

*Description: Combating Counterfeit Products to Address the Threat to Public Health and Safety on the African Continent*

**15h15-15h45**

**Coffee/tea break**

**15h45-17h00**

**Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**15h45-17h00**

**Track 1: Applying Intellectual Property**

*CTICC Meeting Room 1.41-1.44*

**“Promoting African Culture Through IP”**

*Description: Exchange of Experiences Concerning the Protection and Monetization of Traditional Knowledge and Traditional Cultural Expressions in Africa*

**15h45-17h00**

**Track 2: Enforcement of Intellectual Property Rights**

*CTICC Meeting Room 1.61-1.64*

**“An Offer You Can’t Refuse: The Link Between Organized Crime and IP Theft”**

*Description: The Global and Regional Trend of Organized Crime and IP Theft and Steps to Combat Criminal Activity*

**15h45-17h00**

**Track 3: Management and Administration of Intellectual Property**  
*CTICC Meeting Room 2.41-2.46*

**“Protecting IP on the Broadcast Spectrum”**

*Description: Discussion on Various Approaches to the Protection of Broadcasting Signals in the African Continent*

**17h00**

**End of Day 1**

**Wednesday, April 4, 2012**

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**8h00-9h00**

**Registration**

**9h00-10h30**

**Plenary 3**  
*CTICC Auditorium 1*

**“Supporting African Competitiveness Through Innovation, Entrepreneurship and Voluntary Technology Transfer”**

*Description: Increasing African Competitiveness Through Innovation Policies, Franchising, Licensing, and Commercialization of R&D*

**10h30-11h00**

**Coffee/tea break**

**11h00-12h30**

**Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**11h00-12h30**

**Track 1: Applying Intellectual Property**  
*CTICC Meeting Room 1.41-1.44*

**“Promoting Food Security through IP”**

*Description: Harnessing Agricultural and Biotech Innovation in Africa through IPR*

**11h00-12h30**

**Track 2: Enforcement of Intellectual Property Rights**

*CTICC Meeting Room 1.61-1.64*

**“Practical Keys to Effective IPR Border Enforcement”**

*Description: Best practices, experiences, and trends in combating counterfeit and piratical goods at the border*

**11h00-12h30**

**Track 3: Management and Administration of Intellectual Property**

*CTICC Meeting Room 2.41-2.46*

**“Modernization of IP Infrastructure”**

*Description: Building African IP Administration Office Infrastructure and Increasing Capacity to Participate in the Knowledge Economy*

**12h30-13h30**

**Plenary Lunch with Keynote Speaker**

*CTICC Ballroom*

**13h30-15h00**

**Plenary 4**

*CTICC Auditorium 1*

**“Intellectual Property Industries as Revenue Producers and Job Creators”**

*Description: Discussion on the Economic Contribution of Copyright-Based Industries in Africa*

**15h00-15h30**

**Coffee/tea break**

**15h30-17h00**

**Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**15h30-17h00**

**Track 1: Applying Intellectual Property**

*CTICC Meeting Room 1.41-1.44*

**“A Spotlight on the African Film Industry”**

*Description: A Dialogue on the Culture and Business Models of Film in Africa*

**15h30-17h00**

**Track 2: Enforcement of Intellectual Property Rights**

*CTICC Meeting Room 1.61-1.64*

**“View from the Bench: Lessons Learned in the Civil and Criminal Adjudication of IP Cases”**

*Description: A Dialog on the Successes and Challenges Faced by Enforcement Officials in Investigating and Prosecuting IP Crime in the Region*

**15h30-17h00**

**Track 3: Management and Administration of Intellectual Property**

*CTICC Meeting Room 2.41-2.46*

**“Establishing an African Brand”**

*Description: Exchange of Experiences in Trademark and Geographical Indication Protection and Commercialization*

**17h00**

**End of day 2**

**Thursday, April 5, 2012**

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**8h00-9h00**

**Registration**

**9h00-10h30**

**Plenary 5**

*CTICC Auditorium 1*

**“Cooperative Approaches to IPR Protection”**

*Description: Discussion on Various Approaches to IPR Protection by National Agencies, Regional Cooperatives, and the Private Sector*

**10h30-11h00**

**Coffee/tea break**

**11h00-12h30**

**Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**11h00-12h30**

**Track 1: Applying Intellectual Property**

*CTICC Meeting Room 1.41-1.44*

**“Creating IPR Incentives for Local Innovation and Production of Medicines”**

*Description: A Dialogue on Possible Approaches to Public-Private Cooperation in Creating the Economic Environment for Incentivizing Local Innovation and Production in the Pharmaceutical Sector*

**11h00-12h30**

**Track 2: Enforcement of Intellectual Property Rights**

*CTICC Meeting Room 1.61-1.64*

**“IPR Enforcement in Cyberspace”**

*Description: A Discussion on How Technological Developments in the Digital Environment Have Exacerbated Counterfeiting and Pirating Activity, and Possible Steps at Combating Such Activity*

**11h00-12h30**

**Track 3: Management and Administration of Intellectual Property**

*CTICC Meeting Room 2.41-2.46*

**“Compensating Creators”**

*Description: How Collective Bargaining Ensures that Creators/Performers Earn a Fair Livelihood and Contributes to a Solid, Vibrant Industry*

**12h30-13h30**

**Plenary Lunch with Keynote Speaker**

*CTICC Ballroom*

**13h30-15h00**

**Plenary 6**

*CTICC Auditorium 1*

**“Increasing IP Awareness by Engaging Stakeholders and the Public”**

*Description: A Discussion on IP Awareness in Africa and Possible Methods for Increasing IP Awareness in the Continent*

**15h00-15h30**

**Coffee/tea break**

**15h30-17h00**

**Break Out Sessions on Applying IP, Enforcement of IP and the Management & Administration of IP**

**15h30-17h00**

**Track 1: Applying Intellectual Property**

*CTICC Meeting Room 1.41-1.44*

**“Commercializing African Music”**

*Description: A Primer on Music Commercialization*

**15h30-17h00**

**Track 2: Enforcement of Intellectual Property Rights**

*CTICC Meeting Room 1.61-1.64*

**“Guarding Investments Through IP Contracts”**

*Description: A Discussion on IP Contracts and, in Particular, the Inclusion of Arbitration and Mediation Provisions to Protect the Value of Intellectual Property Assets*

**15h30-17h00**

**Track 3: Management and Administration of Intellectual Property**

*CTICC Meeting Room 2.41-2.46*

**“Designing for Success: Protecting Product Design and Fashion, and Reaping the Benefits”**

*Description: A Discussion on How Adequate IP Protections for Product and Fashion Designs Create Wealth Building and Investment Opportunities.*

**17h00-17h30**

**Closing Ceremony and End of Africa IP Forum**