

# 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*

- *Suggested Speakers:(2-3 minutes each; Davies official opening 5-10 mins)*
  - *DG, African Regional Intellectual Property Organization (ARIPO)*
  - *DG, African Intellectual Property Organization (OAPI)*
  - *DDG, World Intellectual Property Organization*
  - *Japanese Representative*
  - *French Representative*
  - *Ambassador Donald Gips, US Ambassador to South Africa*
  - *Dr. Rob Davies, MP, Minister of Trade and Industry*
- *Suggested Moderator:*
  - *Rory Voller, Deputy Commissioner, Companies and Intellectual Property Commission (CIPC)*

**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***

***Panel:***

- *Suggested speakers:*
  - *Khalid Rahel, Chef de la Division de la Preservation du Patrimoine et de l'Innovation (Morocco)*
  - *Ron Layton, Light Years IP*

- *Hon. Betty Mould-Iddrisu, Minister of Education, Ghana*
- *Japan to nominate*
- *France to nominate*
- Suggested moderator:
  - *WIPO DDG*

**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***

***Panel:***

- Suggested speakers (4 to be selected):
  - *South Africa to nominate (re: World Cup/FIFA or Rugby)*
  - *South Africa to nominate (IOC?)*
  - *South Africa to nominate (broadcasting?)*
  - *Japan to nominate*
- Suggested moderator:
  - *Carol Croella or other WIPO*

**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***

***Panel:***

- Suggested speakers (4 to be selected):
  - *Omari Muwowo (Zambia)*
  - *Ekizi-Egnim Akala (Togo)*
  - *Patrick Gyan, Chief Collector, RILO National Contact Point, International Affairs, Ghana Revenue Authority Customs Division*
  - *Dr. Geoffrey Mariki, DG, or John Mponela, Fair Competition Commission (Tanzania)*

- Suggested moderator:
  - Rich Halverson, Unit Chief, IPR/Outreach & Training, US Immigration and Customs Enforcement, IPR Center
  - Thierry Tuina (Burkina Faso), Permanent Representative for Interpol

**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***

***Panel:***

- Suggested speakers:
  - David Alexander, Sheer Music(SA)
  - Robert Hoojier, Director of African Affairs, International Confederation of Societies of Authors and Composers (CISAC)
  - Greenfield Chilongo, international Federation of Reproduction Rights Organizations (IFRRO), Regional Development Representative (Zimbabwe)
  - *Irene Vieira (Ivory Coast)*
- Suggested moderator:
  - David Uwemedimo, Director of Creators and Performers Support Division, WIPO

**13h00-14h00**

**Plenary Lunch with Keynote Speaker Cameron F. Kerry, General Counsel, U.S. Department of Commerce**  
*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***

***Panel:***

- Suggested speakers:
  - Mr. Geoffrey Otieno, Sales Director at Sproxil East Africa
  - Uche Nwokocha, President, Anti-Counterfeit Coalition, Nigeria

- *Mustapha Hajjou, PhD., (Morocco) Program Manager-Africa, Promoting the Quality of Medicines Program, US Pharmacopeia*
- *Bama O.Yao (Cote d'Ivoire), WCA Hub Coordinator, CropLife Africa Middle East, (Agricultural Inputs-fertilizer, pesticides, herbicides)*
- *UL representative*
- Suggested moderator:
  - *African Minister (South Africa to nominate)*

15h15-15h45

Coffee/tea break

15h45-17h00

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

**Panel:**

- Suggested speakers (4 to be selected):
  - *Light Years IP on commercialization and cultural tourism*
  - *Karyn Temple-Claggett, Senior Counsel, Policy & International Affairs, US Copyright Office*
  - *African Regional Intellectual Property Organization (ARIPO) to nominate*
  - *South Africa to nominate*
- Suggested moderator:
  - *Tshepo Shabangu, President, South African Institute of IP Law*

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*

**Panel:**

- Suggested speakers (proposed 3 only given subject matter):
  - *Namory Timite (Cote d'Ivoire)*

- Colin Denyer, Senior Investigations Manager, Africa - Middle East Anti Illicit Trade Unit - Intelligence Unit Eastern Europe, Middle East, Africa Region (EEMEA), British American Tobacco (BAT)
- Tom Kubic, Pharmaceutical Security Institute
- Suggested moderator:
  - John Newton, Programme Manager, Intellectual Property Rights Programme, Financial and High-Tech Crime Sub-Directorate, Interpol Secretariat
  - *Representative of African financial crime/corruption division from Angola or Mozambique-USG to nominate*

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*

**Panel:**

- Suggested speakers:
  - Bradley Silver, Time Warner (SA)
  - Michele Woods, Associate Register for Policy and International Affairs, US Copyright Office
  - *Nigel Sonariwo, Kenku Enterprises, Nigeria*
  - *WIPO to nominate*
- Suggested moderator:
  - Elizabeth Kendall, US Trade Representative

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*

**Panel:**

- Suggested speakers:
  - James Odek, Dean of Law School, Univ. of Nairobi, Kenya
  - Andrew Sherman, Dolby General Counsel on IP-enabled innovation
  - *Eugene Honey, Director, Bowman Gilfillan on franchising*
  - *Innovation Hub representative – South Africa to nominate*
  - *Caterpillar representative*
- Suggested moderator:
  - *Ambassador Betty E. King, U.S. Ambassador to the United Nations in Geneva*

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***

**Panel:**

- Suggested speakers:
  - Mr. Peter Button, Vice Secretary-General, UPOV on Plant Variety Protection Under UPOV Convention: Development of Laws in Africa
  - *Professor Monty Jones, Executive Director of Forum for Agricultural Research in Africa (FARA) in Accra. Past winner of the World Food Prize--New Rice for Africa (NERICA)*
  - *Anatole Krattiger, research professor at the Biodesign Institute at Arizona State University (ASU) or Evan Skinyi from Kenya on public-private cooperation*
  - *John H. Costello, the president and co-founder of CNFA on Agricultural Entrepreneurship in Africa: Success Stories*
- Suggested moderator:
  - *Japan to nominate*

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**

**Panel:**

- Suggested speakers (4 to be selected):
  - *Salihou-Mamadou Sidikou (Benin)*
  - *South Africa to nominate*
  - *ICC-BASCAP member company (ie HP)*
  - *WCO representative*
- Suggested moderator:
  - *David Brener, Chief, IPR Operations Branch, IPR Center, US Customs and Border Protection*
  - *Grace Adeyemo, Nigeria Customs*

**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**

**Panel:**

- Suggested speakers:
  - *Marisella Ouma, Kenya Copyright Board (KeCoBo)*
  - *African Regional Intellectual Property Organization (ARIPO) representative*
  - *African Intellectual Property Organization (OAPI) representative*
  - *WIPO to nominate*
- Suggested moderator:
  - *WIPO IT specialist*

**12h30-13h30**

**Plenary Lunch with TBD 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**

**Panel:**

- Suggested speakers:
  - Dicken Marshall, Founder of Rafiki Records (Rwanda)
  - *Minister Cyril Chamos (Tanzania) on value capture*
  - *WIPO to nominate (i.e. GDP studies)*
  - *Musician to be nominated*
  - *Microsoft representative*
- Suggested moderator:
  - Michele Woods, Associate Register for Policy and International Affairs, US Copyright Office

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******Panel:***

- Suggested speakers (4 to be selected):
    - Franco Saachi, *Zambian documentarian of Nollywood, filmmaker in Residence at Boston University.*
    - Amaka Igwe, *film director and CEO of Amaka Igwe Studios.*
    - *Afam Ezekude, Director General of the Nigerian Copyright Commission*
    - *Kevin Fleischer, Executive Producer of film “Otelo Burning” (South Africa)*
  - Suggested moderator:
    - Greg Olaniran, *Partner, Mitchell Silberberg & Knupp (MSK)-*
- Back up panelists:*
- *Desmond Elliott, Nollywood actor*
  - *Zik Zulu Okafor, President of the Nigerian Association of Movie Producers*
  - *Professor Oluyinka Esan*

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**

**Panel:**

- Suggested speakers (4 to be selected):
  - Justice Olajumoke Olusola Pedro, Lagos State High Court
  - Marie-Flore Kouame, Trial Attorney, CCIPS, US Department of Justice
  - *Senegalese judge-USG to nominate*
  - *Felix Koku Mawusi, Ghanaian prosecutor*
- Suggested moderator:
  - Honorable Judge Bernice B. Donald, US 6<sup>th</sup> Circuit
  - *Ret. Judge Louis Harms-South Africa to invite*

**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**

**Panel:**

- Suggested speakers:
  - Getachew Mengestie, IP Consultant (Ethiopia)
  - Justin Hughes, US Patent and Trademark Office
  - *South Africa to nominate SADC region representative*
  - *France to nominate West or Central African*
- Suggested moderator:
  - *Gift Sibanda, Director General, African Regional Intellectual Property Organization (ARIPO)*

**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***

***Panel:***

- Suggested speakers:
  - Sindiso Ngwenya, Secretary General, COMESA
  - EAC Secretary General or representative
  - Stephen Mallowah, CEO, Kenya Anti-Counterfeit Agency
  - Hon. Hannah Tetteh, Minister of Trade and Industry, Ghana
  - Regional Chairman, Unilever
- Suggested moderator:
  - Assistant Attorney General, US Department of Justice or Nnamdi Kalu Ezera, Senior Counsel, CLDP

**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***

***Panel:***

- Suggested speakers:
  - Konji Sabati, Director, Department of Traditional Knowledge and Global Challenges, WIPO
  - Lawrence Welch, Assistant General Patent Counsel and Director, Global Patent Procurement, Eli Lilly (US)
  - Stéphane Drouin, Vice President/International Patents, Pfizer Inc.
  - Dr. Solomon Mpoke, CEO, Kenya Medical Research Institute (KEMRI)
  - Representative of non-governmental organization involved in WIPO Re:Search Consortium
- Suggested moderator:
  - Lois Quam, Global Health Initiative

**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*

**Panel:**

- Suggested speakers (4 to be selected):
  - *Representative from Mali-USG to nominate*
  - Tony Abulu, CEO or Caroline Okolo, Director of Operations Film Association of Nigeria (FAN)
  - John Robertson, Special Agent, US Federal Bureau of Investigation
  - *Cyber Investigator, South African Police Service, Computer Crime Investigative Section (name to be provided by US Department of Justice)*
- Suggested moderator:
  - *Solomon Monyame (Botswana)*
  - Justin Hughes, US Patent and Trademark Office

*Backup speaker: Basil Udotai, Chair, Nigeria Cyberwire Working Group-CLDP Outreach*

**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*

**Panel:**

- Suggested speakers (4 to be selected):
  - Dianna Hopeson, Musicians’ Union of Ghana (MUSIGA)
  - Dick Matovu, Uganda Musicians’ Union or Abdoul Aziz Dieng, Senegal Musicians’ Union
  - *Oupa Lebogo, Creative workers union of SA*
  - *American Federation of Musicians representative*
- Suggested moderator:
  - *Agnette Haaland, President, International Federation of Actors*

**12h30-13h30**

### Plenary Lunch with TBD 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*

**Panel:**

- Suggested speakers:
  - ICC-Business Alliance to Stop Counterfeiting and Piracy BASCAP
  - Kofi Essuman, Coalition Against Counterfeiting and Illicit Trade, Ghana (CACIT)
  - *WIPO Outreach Services Section, WIPO to nominate (including matchmaking database)*
  - *France to nominate*
  - *Michele Forzley, JD, MPH, Global Public Health Lawyer, Consultant & Professor, Protecting public health with governance and rule of law principles*
- Suggested moderator:
  - *Dr. Edou Edou, Director General, African Intellectual Property Organization (OAPI)*

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*

**Panel:**

- Suggested speakers (4 to be selected):
  - Ralph Simon, Mobilium (SA now in US/UK) on mobile platforms
  - Cobhams Asuquo, Nigerian music producer
  - Erin McKeown (US artist) on how to record cheaply, build a website and monetize music
  - Yoel Kenan, CEO and founder of AFRICORI, SA
- Suggested moderator:
  - Rose Skelton, journalist (Senegal/UK)

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***Panel:**

- Suggested speakers (4 to be selected):
  - *South Africa to nominate South African judge*
  - *Kathryn Park, General Electric*
  - *Representative of Licensing Executive Society and/or INTA from Gabon, Angola and/or Mozambique*
  - *Esmé Du Plessis, Patent Attorney and Senior Consultant, Adams & Adams*
- Suggested moderator:
  - *Kevin Rosenbaum, US Patent and Trademark Office*
  - *Prof. Bankole Sodipo, President, IP Law Association of Nigeria*

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.***Panel:**

- Suggested speakers:
  - *African Fashion International (AFI) representative*
  - *WIPO to nominate product/industrial design person*
  - *Patricia Francis, Executive Director, International Trade Center (ITC)*
  - *Eric Raisina, Madagascan fashion designer*
- Suggested moderator:
  - *Abioye Ella Oyewole, Attorney Advisor, US Copyright Office*

17h00-17h30

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