



Government of Tanzania



TRAINING OF TRAINERS PROGRAM

WIPO/SMES/DAR/14/PROV.
ORIGINAL: ENGLISH
DATE: APRIL 16, 2014

Training of the Trainers Program on Effective Intellectual Property Asset Management by Small and Medium Sized Enterprises (SMEs)

Organized by
the World Intellectual Property Organization (WIPO)

and
the Business Registration and Licensing Agency (BRELA), Ministry of Industry and Trade,
Government of Tanzania

Dar es Salaam, June 11 to 13, 2014

PROVISIONAL PROGRAM

prepared by the International Bureau of WIPO

Wednesday, June 11, 2014

- 9.30 – 9.45 Opening Ceremony
- Welcome addresses by:
- The Representative of the Business Registration and Licensing Agency (BRELA), Dar es Salaam
- The Representative of the World Intellectual Property Organization (WIPO), Geneva
- 9.45 – 10.30 **Topic 1**
Overview of Intellectual Property (IP) and the Role of Effective IP Asset Management in Enhancing the Competitiveness of Small and Medium Sized Enterprises (SMEs)
- Speaker: Mr. Anil Sinha, Head, Small and Medium-sized Enterprises (SMEs) Section, WIPO
- Resource: Module One of IP PANORAMA
- 10.30 – 10.45 Tea/Coffee Break
- 10.45 – 11.30 **Topic 2**
“Making a Mark” – The Importance of Trademarks in Establishing a Distinct Identity in the Marketplace
- Speaker: Mr. Chander Lall, Managing Partner, Lall & Sethi Advocates, New Delhi, India
- Resources: Module Two of IP PANORAMA
- “Making a Mark – An Introduction to Trademarks for Small and Medium-Sized Enterprise”
- 11.30 – 12.15 **Topic 3**
“Looking Good” – The Appeal of Designs in Getting Noticed by the Customer
- Speaker: Mr. Chander Lall
- Resources: Module Two of IP PANORAMA
- “Looking Good”
- 12.15 – 13.30 Lunch Break

13.30 – 14.15

**Topic 4
Building a Competitive Edge: Protecting Inventions by Patents
and Utility Models**

Speaker: Mr. McLean Sibanda, Chief Executive Officer,
The Innovation Hub, Pretoria, South Africa

Resources: Module Three of IP PANORAMA

“Inventing the Future – An Introduction to Patents for
Small and Medium-Sized Enterprises”

14.15 – 15.00

**Topic 5
“Creative Expression” – Benefitting from your Copyright and Using
the Copyright Works of Others in your Business**

Speaker: Mr. Chander Lall

Resources: Module Five of IP PANORAMA

“Creative Expression – An Introduction to Copyright for
Small and Medium-Sized Enterprises

15.00 – 15.15

Tea/Coffee Break

15.15 – 16.00

**Topic 6
“In Confidence” – Putting in Place a Trade Secret Protection
Program**

Speaker: Dr. Saudin Jacob Mwakaje, Advocate, School of Law,
University of Dar es Salaam

Resources: Module Four of IP PANORAMA

“In Confidence”

Thursday, June 12, 2014

9.30 – 10.15

**Topic 7
Shaping Business Strategy through Competitive Intelligence –
Strategic Use of Intellectual Property Information – Practical
Exercise**

Speaker: Mr. McLean Sibanda

Resource: Module Six of IP PANORAMA

10.15 – 10.30	Tea/Coffee Break
10.30 – 11.15	Topic 8 Intellectual Property in the Digital Economy
	Speaker: Mr. Chander Lall
	Resource: Module Eight of IP PANORAMA
11.15 – 12.00	Topic 9 Collective Marketing: Adding Value through Geographical Indications, Certification Marks and Collective Marks
	Speaker: Mr. Anil Sinha
12.00 – 13.30	Lunch Break
13.30 – 14.15	Topic 10 Exploiting Intellectual Property Assets: Overview of Licensing, Franchising and Merchandising
	Speaker: Mr. Chander Lall
	Resources: Modules Seven and Twelve of IP PANORAMA
14.15 – 15.00	Topic 11 IP Law and Administration in Tanzania
	Speaker: Local Speaker
15.00 – 15.15	Tea/Coffee Break
15.15 – 16.00	Topic 12 Intellectual Property Issues in International Business
	Speaker: Mr. Anil Sinha
	Resource: Module Nine of IP PANORAMA

Friday, June 13, 2014

- 9.30 – 10.15 **Topic 13**
IP and Finance: Accounting and Valuation of IP Assets and IP-based Financing
- Speaker: Mr. McLean Sibanda
- Resource: Model Eleven of IP PANORAMA
- 10.15 – 10.30 Tea/Coffee Break
- 10.30 – 11.15 **Topic 14**
Enforcing Intellectual Property Rights in Tanzania
- Speaker: Local Speaker
- 11.15 – 12.00 **Topic 15**
IP Asset Management: IP Audit and IP Due Diligence
- Speaker: Dr. Saudin Jacob Mwakaje
- Resource: Module Ten of IP PANORAMA
- 12.00 – 13.30 Lunch Break
- 13.30 – 14.15 **Topic 16**
Case Studies: Effective Use of IP Assets by SMEs in their Business Strategies
- Speaker: Mr. McLean Sibanda
- 14.15 – 15.00 **Round Table Discussion: Creating a Tool Box of Support Services: Basic IP Services to be Provided by SME Support Institutions in Tanzania**
- Moderator: Mrs. Leonillah Kishebuka, Acting Chief Executive Officer
- Discussants: Mr. Anil Sinha
International and Local Speakers
- 15.00 – 15.15 Tea/Coffee Break
- 15.15 – 16.15 Written Test (open book) for Evaluation of Participants
- 16.15 – 16.30 Summing up and Closing Ceremony

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