



INTERREGIONAL CONFERENCE

WIPO/IP/SMES/CMN/23
ORIGINAL: ENGLISH
DATE: SEPTEMBER 28, 2023

Interregional Conference on Intellectual Property (IP) perspectives in the Small and Medium Sizes (SMEs) Ecosystem in the African and Arab Regions

Organized by

the World Intellectual Property Organization (WIPO)

in collaboration with

the Moroccan Office for Industrial and Commercial Property (OMPIC)

Casablanca, October 5 and 6, 2023

PROVISIONAL PROGRAM

Prepared by the International Bureau of WIPO

All session times are indicated according to the local time zone (GMT +1)

Thursday, October 5, 2023

Moderator: OMPIC Representative

9.00 – 9.30	Registration of participants	
9.30 – 9.45	Welcome addresses by representative from OMPIC	
9.45 – 10.00	Topic 1	Making IP Work for SMEs –Taking stock and thinking ahead
	Speakers:	Mr. Guy Pessach, Director, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IIES), WIPO Ms. Vanessa Behrens, Program Officer, Composite Indicator Research Section, Department for Economics and Data Analytics, IIES, WIPO
10.00 – 10.15	Topic 2	Information sharing about WIPO Programs, Services, and Tools to Support SMEs in the Arab and African Regions
		a) Development of Business Support Unit within National IP Office program and b) Effective SME Intermediary Program.
	Speaker:	Ms. Sarah Nassar, Associate Program Officer, IP for Business Division, IP and Innovation Ecosystems Sector, WIPO
10.15 – 10.45	Topic 3	Experience sharing and showcasing of current support through the IP for Business Support Unit within National IP Office program and the Effective SME Intermediary Program.
	Speakers:	Participant from Morocco Participant from Saudi Arabia Participant from Tanzania
10.45 – 11.00	Coffee Break	
11.00 – 12.00	Topic 4	IP, Entrepreneurship and Innovation Landscape in the Arab and African Regions: Current Status, Main Challenges and Possible Solutions
	Speakers:	Speaker from the Arab region: Dr. Pierre El Khoury, Law Professor, La Sagesse Law School, Beirut, Lebanon. Speaker from the Africa: Dr. McLean Sibanda, IP Consultant
12.00 – 12.15	Discussion	
12.15 – 13.15	Topic 5	Hands-on workshop on WIPO tools and resources for SMEs
	Speakers:	Mr. Guy Pessach and Ms. Sarah Nassar

13.15 – 13.45 **Topic 6** **Unlocking Potential: Exploring Real-Life examples of how IP can boost business performance of SMEs**

Speakers: Dr. McLean Sibanda and Dr. Pierre El Khoury

13.45 – 14.15 Discussion

14.15 – 16.00 Lunch

16.00 – 17:30 **Keynote speeches**

His Excellency Ryad Mezzour, Minister of Industry and Commerce, Morocco

Mr. Daren Tang, Director General, WIPO

Mr. Chakib Alj, President, General Confederation of Moroccan Enterprises (CGEM), Morocco

Friday, October 6, 2023

Moderator: WIPO representative

9.00 – 9.30 **Topic 7** **Empowering SMEs to leverage IP for Innovation**

Speaker: Mr. Pierre El Khoury

9.30 – 10.00 **Topic 8** **Management and Exploitation of IP Assets – Licensing, Franchising and Merchandising; Startups and Joint Ventures**

Speaker: Dr. McLean Sibanda

10.00 – 11.10 **Topic 9** **Experience Sharing: Success and challenges on promoting innovation for SMEs and Startups**

Speakers: (10 minutes each)

Representatives from Egypt, Jordan and Oman

Representatives from Cabo Verde, Cameroon, Ghana, Niger and Tanzania

11.10 – 11.25 Coffee Break

11.25 – 11.40 Discussion

11.40 – 12.40 **Topic 10** **Round Table Discussion – Cultivating the needs and expectations of SMEs: WIPO's role in harnessing the potential of IP in African and Arab regions.**

All participants and speakers

12.40 – 13.00 **Closing Remarks by:**

WIPO representative

OMPIC representative

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