

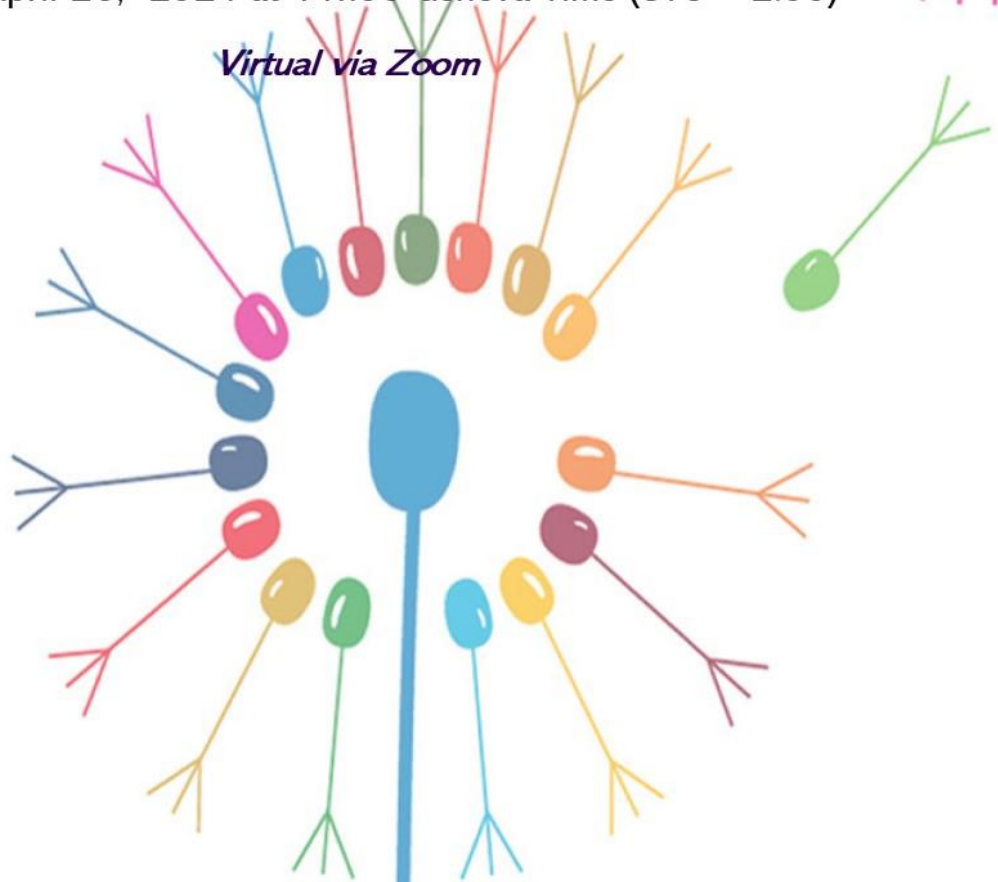
## PROGRAM

### World Intellectual Property Day Webinar:

### Equ**IP**ping Young Minds to Foster Sustainable Economic Growth

Friday, April 26, 2024 at 11h00 Geneva Time (UTC + 2:00)

*Virtual via Zoom*



#WorldIPday  
[wipo.int/ipday](https://wipo.int/ipday)

Friday April 26, 2024

11.00 – 11.20 **Opening Remarks and Welcome Address**

- Ms. Loretta Asiedu, Acting Director, Division for Africa, World Intellectual Property Organization (WIPO)
- Ms. Ron Osman Omar, Head of Industry, Innovation, and Minerals Division of the Department of Economic Development, Trade, Tourism, Industry and Minerals (ETTİM) at the African Union Commission (AUC)
- Mr. Pierre Runiga, Director of Legal Affairs and International Cooperation, African Regional Intellectual Property Organization (ARIPO)
- Mr. Vladimir Ludovic Ono Mezui, Patent Examiner, l'Organisation Africaine de la Propriété Intellectuelle (OAPI)

11.20 – 11.25 **Introduction of Speakers**

- Ms. Rose Mboya, IP Officer, Kenya Industrial Research and Development Institute (KIRDI); Kenya
- Mr. David Jeng, CEO, Bliss Executives; Gambia
- Mr. Tinodiwa Zambe Makoni, Creative Director, CCX Comics; Zimbabwe
- Mr. Mariott Lusengo, CEO of London School of Digital Marketing; UK

11.25 – 13.00 **Workshop Webinar and Experience sharing**

*The workshop will take the participants through elements of the IP system, exploring useful ways of exploiting it to promote innovation and creativity. This will be followed by an experience sharing session where young innovators and creators across Africa will be invited to share their success stories and best practices of using IP to enhance their innovative and creative portfolios.*

11.25 – 11.45 **Topic 1                      Introduction to Intellectual Property for Young Innovators**

Speaker                      Rose Mboya

Objective                      Speaker shall provide an accessible overview of the IP system tailored to young innovators, emphasizing its role in fostering innovation, creativity, and economic development in Africa. This includes registration, enforcement, and strategies to protect and enforce IPR.

11.45 – 12.05 **Topic 2                      Building A Robust Brand Strategy with IP**

Speaker                      Mr. David Jeng

Objective                      Speaker shall explore how young entrepreneurs can leverage IP to build resilient and sustainable brands, contributing to economic

growth while addressing SDG objectives, with real-world examples and actionable insights.

- 12.05 – 12.25 **Topic 3** ***Design Innovation and Sustainable Packaging Solutions for Young Creators***
- Speaker Mr. Tinodiwa Zambe Makoni
- Objective Speaker shall inspire young creators to develop innovative designs and sustainable packaging solutions, leveraging IP to enhance product competitiveness and contribute to environmental sustainability in line with the SDGs using IP tools and strategies.
- 12.25 – 12.45 **Topic 4** ***Digital Marketing Strategies and Global Impact for Young Innovators***
- Speaker Mr. Mariott Lusengo
- Objective Speaker shall equip young innovators with digital marketing strategies to amplify their global impact, leveraging IP and digital tools to reach wider audiences and drive economic growth.
- 12.45 – 13.05 **Topic 5** ***IP Journeys: African Perspectives on IP Triumphs and Trials***
- Moderator: Mr. David Jeng
- Objective Young innovators and creators will be invited to share their experiences and challenges of navigating the IP system and harnessing IP for their businesses, revealing lessons learnt and opportunities, enabling innovation and creation.
- 13.05 – 13.35 **Q&A / Discussions**
- 13.35 – 13.45 **Closing remarks**

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