



Unleashing African Innovation through IP Executive Course

16th-20th
Sept 2024

Concept Note

Nairobi

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Introduction

1.1 Background

In recent decades, the global economy has experienced a significant transformation towards innovation-driven growth. Innovation has emerged as a fundamental driver of economic competitiveness, social progress, and sustainable development. Recognizing the critical role of innovation in fostering entrepreneurship, driving technological advancement, and spurring job creation, countries worldwide are increasingly investing in developing robust innovation ecosystems to harness the benefits of the knowledge economy.

Kenya has emerged as a regional hub for innovation and entrepreneurship. With its young and tech-savvy population, vibrant startup ecosystem, and government support for innovation, Kenya has attracted attention as a promising destination for innovation-driven investment. The country's strategic location and conducive business environment further enhances its attractiveness to investors seeking opportunities in emerging markets.

Intellectual Property (IP) plays a crucial role in fostering innovation by providing creators and innovators with incentives to develop new ideas, products, and services. IP rights such as patents, trademarks, copyrights, and trade secrets serve to protect and reward innovation, enabling businesses to commercialize their inventions and technologies effectively. By safeguarding the fruits of innovation, IP rights create a conducive environment for investment, collaboration, and knowledge sharing within innovation ecosystems.

As the global forum for intellectual property services, policy, information, and cooperation, the World Intellectual Property Organization (WIPO) plays a central role in shaping the international IP landscape. WIPO assists its member states, including Kenya, in developing robust IP frameworks, promoting innovation, and leveraging IP for economic and social development. Through capacity-building initiatives, technical assistance programs, and policy advocacy, WIPO supports countries in harnessing the full potential of intellectual property to drive innovation-led growth and bring ideas to market.

Established in 2019, the Kenya National Innovation Agency (KeNIA) is tasked with coordinating and overseeing Kenya's innovation ecosystem. KeNIA serves as a catalyst for collaboration between government, private sector, academia, and civil society to promote innovation-driven entrepreneurship, technology adoption, and research and development (R&D) activities. By facilitating partnerships and offering strategic guidance, KeNIA aims to create an enabling environment for innovation to thrive across various sectors of the economy.

Recognizing the importance of building capacity in intellectual property management and innovation policy and strategy, WIPO and KeNIA have joined forces to launch the first of its kind Executive Training Program on "Unleashing African innovation through IP". This collaborative

initiative aims to equip senior executives, policymakers, and innovation leaders with the knowledge, skills, and tools needed to leverage IP for innovation and economic growth effectively. By bridging the gap between theory and practice, the program seeks to empower participants to drive innovation-led business growth and development and social impact in Kenya and beyond.

1.2 Implementing Institutions



1.3 Target Audience

The program initiative is designed to cater to a diverse and influential target audience comprising:

1. Government Officials and Policymakers: Leaders and decision-makers responsible for shaping national policies related to IP, innovation, and economic development.
2. Academic and Research Community: Professors, researchers, and scholars from universities and research institutions engaged in cutting-edge research and development activities across various disciplines.
3. Industry Leaders and Entrepreneurs: Executives, entrepreneurs, and business leaders representing a wide range of industries and sectors, driving innovation and economic growth through their ventures.
4. Industry Associations: Representatives from industry associations, chambers of commerce, and trade organizations advocating for the interests of their respective sectors and promoting best practices in IP management.
5. Legal and IP Professionals: Lawyers, IP specialists, and consultants offering expertise in navigating the legal and regulatory aspects of IP rights, supporting businesses and individuals in safeguarding their intellectual assets.
6. Innovation Ecosystem Enablers: Organizations and initiatives dedicated to supporting innovation and entrepreneurship, providing resources, mentorship, and networking opportunities to aspiring innovators and startups.

1.4 Aim

1. Comprehensive Understanding and Practical Application of Intellectual Property (IP):

- Enhance participants' understanding of IP fundamentals and their role in fostering innovation and economic growth.
- Equip participants with practical skills in selecting, protecting, managing, and commercializing IP assets effectively.

2. Strategic Integration and Impactful Decision-Making:

- Foster strategic thinking about IP integration into business models, innovation processes, and market strategies.
- Drive positive change and impact within organizations and the broader innovation ecosystem by leveraging IP for innovation, growth, and sustainable development.

1.5 Learning Objectives

Some of the learning objectives that will be highlighted during the course are;

1. Foundational Understanding of Intellectual Property (IP):

- Gain a thorough comprehension of various types of IP rights (patents, trademarks, copyrights, trade secrets) and the legal frameworks governing them.

2. Effective IP Management and Commercialization:

- Develop strategies for identifying, protecting, and managing IP assets within organizations, including techniques for monetization and maximizing economic value.

3. Navigating Innovation Ecosystems and International IP Landscapes:

- Analyze innovation ecosystems and international IP landscapes, understanding collaboration opportunities, global trends, and implications of treaties and agreements.

4. Ethical and Policy Considerations in IP Strategy:

- Examine ethical, social, and cultural implications of IP protection, and integrate IP considerations into broader business strategies while considering public interests and policy development.

1.6 Expected Outcomes

At the end of the course participants will have;

1. **Comprehensive Understanding of IP Fundamentals and Strategies:** - Participants will gain advanced knowledge of intellectual property fundamentals and strategies, enabling them to effectively select, protect, manage, and commercialize IP assets.
2. **Enhanced IP Management Skills and Decision-Making Abilities:** - Participants will develop practical skills in IP auditing, due diligence, and risk assessment, empowering them to make informed decisions and strategically integrate IP into business and innovation processes.
3. **Improved Collaboration and Networking Abilities:** - Participants will strengthen their collaboration and networking abilities by engaging with peers, experts, and stakeholders, fostering cross-disciplinary learning and partnership opportunities within innovation ecosystems.
4. **Alignment with Global IP Standards and Trends:** - Participants will align their IP strategies and practices with global best practices and emerging trends, enhancing their competitiveness in the global marketplace and ensuring compliance with international IP standards.
5. **Creation of a Supportive IP Ecosystem and Long-Term Impact:** - Participants will contribute to building a supportive ecosystem for innovation and IP management, driving positive change and sustainable growth within their organizations, industries, and regions over the long term.

1.7 Course Fees for all participants

Course Fee International Participants (USD) \$1000 and Local Participants KES 135,000 PP

*International participants are expected to bear their own travel and accommodation related costs.

Terms and Conditions for Private Sector Participants (Self-Sponsored/Company Sponsored)

1. Full payment of course fees must be made to KeNIA upon course registration.
2. KeNIA reserves the right to deny admission to participants who have not made payment before course commencement.
3. Any request for withdrawal or refund is subject to approval by KeNIA management.
4. Request for substitution has to be made in writing via email at least 3 days before start of course date and is subject to acceptance by KeNIA.
5. KeNIA reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by KeNIA.
6. KeNIA reserves the right to make any changes to the programme.
7. Terms and Conditions for Public Sector Participants
8. Course fees are payable upon course registration. Payment should be processed expediently.
9. Any request for withdrawal or refund is subject to approval by KeNIA International's management.
10. Request for substitution has to be made in writing via email at least 3 days before start of course date and is subject to acceptance by KeNIA.
11. KeNIA reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by KeNIA.
12. KeNIA reserves the right to make changes to the programme

Terms and Conditions for Public Sector Participants

1. Course fees are payable upon course registration. Payment should be processed expediently.
2. Any request for withdrawal or refund is subject to approval by KeNIA International's management.
3. Request for substitution has to be made in writing via email at least 3 days before start of course date and is subject to acceptance by KeNIA.
4. KeNIA reserves the right to cancel or postpone any programme due to unforeseen circumstances. A full refund will be given to registrants if the course is cancelled by KeNIA.
5. KeNIA reserves the right to make changes to the programme.

1.8 Scholarships

WIPO provides a limited number of scholarships in respect of the registration fee for international participants. This does not include travel, accommodation and other expenses. Interested applicants can reach out to Ms. Julie Whitford (julie.whitford@wipo.int) for more information regarding the scholarship.

Important note: Please do not register on the webpage before your scholarship is awarded. Instructions to register will be provided to successful applicants of the scholarship.

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Approach

2.1 Registration

An applicant can register online through <https://academy.kenia.go.ke>

2.2 Venue

The training location will be Nairobi at a venue to be communicated.

2.3 Facilitators

The course will feature expert facilitators and speakers with extensive experience in IP management, innovation, and related fields. Some of the Facilitators of the program will include;



1. ASSOCIATE PROFESSOR ERIC GAN KOK WAH

Head, IP and Innovation Management Programme Singapore University of Social Sciences Associate

Professor Eric GAN Kok Wah is the Head of the IP and Innovation Management Programme at the School of Business, Singapore University of Social Sciences (SUSS). In this role, he oversees graduate IP programmes, including the Master of IP and Innovation Management (IP Business), in collaboration with the World Intellectual Property Organization (WIPO).

Previously, as Director of Capability Development at the Intellectual Property Office of Singapore (IPOS), he successfully led a team to plan and implement initiatives aimed at enhancing IP manpower capability in Singapore as part of the IP Hub Master Plan. Among these initiatives was the establishment of the IP Competency Framework (IPCF), a strategic guide for manpower development that maps the skills and competencies needed by IP professionals and practitioners and suggests pathways to close these gaps. He also administered the patent agent regime in Singapore and oversaw the Singapore Patent Agents Qualifying Examination. Additionally, he acted as a subject matter expert in developing the national IP Skills Framework (IP SFw), a collaboration between IPOS and SkillsFuture Singapore (SSG), which was launched in 2019.



2. PROF. BEN M. SIHANYA

Advocate Sihanya Mentoring & Innovative Lawyering

Prof Ben M. Sihanya is an IP, Education and Constitutional Professor, law scholar, public interest advocate and mentor. He is also a proficient legal researcher, consultant, public intellectual, and poet. Prof Sihanya has over 29 years' experience in legal training, research, advocacy, litigation and mentoring on matters Intellectual Property (IP) and Innovation, Constitutional Law, Governance, Elections and Political Law. He has also researched, taught, trained and spoken on GI, Trade Mark (™), Copyright ©, Intellectual Property (IP), Innovation and Technology Transfer as well as Constitutional Law, Governance, Education Law and Policy, and Development at the University of Nairobi Law School.

He has also served as the Law Dean at the University of Nairobi. Prof Ben Sihanya has also authored IP and Innovation Law in Kenya and Africa: Transferring Technology for Sustainable Development (2016), Intellectual Property and Innovation Law in Kenya and Africa: Cases and Materials (due 2022), and Constitutional Democracy, Regulatory and Administrative Law in Kenya and Africa Vol. 1 & 2 (due 2022), Education Law and Policy in Kenya and Africa (due 2022), among other book chapters, articles, and journal articles. His research focus includes IP and innovation mainly on Kenyan and African Copyright, Trade Mark, Trade Secret, Technology Transfer and Licensing. Prof Sihanya has consulted for National and County Governments, Ministries, Departments, Corporate entities as well international organizations and NGOs. He has litigated in some of the landmark cases in constitutional law, elections and political law. Prof Ben M. Sihanya principally works under the auspices of Prof Ben M. Sihanya & Co. Advocates (Sihanya Advocates) which has developed from Sihanya Mentoring (SM) and Innovative Lawyering (IL).



3. MR. VICTOR OWADE

Counsellor, Academic Institutions and Executive Program, WIPO Academy, World Intellectual Property Organization (WIPO)

Victor is a national of Kenya and is currently responsible for the WIPO Academy's Executive Training Programs for professionals in the public and private sectors seeking to build practical intellectual property (IP) knowledge and skills to enhance their professional and business capabilities and use IP as tool for growth and development. Prior to this, Victor was an External Relations and Partnerships Officer in WIPO's External Relations Division working on the interface between IP and global public policy issues. He closely followed multilateral UN processes to increase understanding of IP's contribution to supporting shared global challenges.

Victor holds a LL.M. in Intellectual Property Law from the University of Edinburgh and a M.A in International Relations from King's College London.



4. MR. MKAMA MAGOTI KALEBU

Managing Partner, Head of the Intellectual Property, Technology & Media, Telecommunications and Data Protection Practices

He handles both contentious and non-contentious matters in the areas of intellectual property ("IP"), media, information technology ("IT"), data protection and telecommunications law, and has extensive experience working on regulatory, transactional, enforcement and advisory projects in these areas, counting among his clients' multinational companies, listed corporations and government regulators. Mkama advises clients on enforcement of intellectual property rights on civil and administrative procedures and measures; provisional measure; special requirements related to border measures and criminal procedures. He also handles litigation matters in the field of intellectual property and corporate laws.

He also offers brand protection/anti-counterfeiting service including investigation, market search, customs support, raids support and training in the area of Intellectual property, business management and corporate. Mr. Mkama runs a very busy filing practice (trade/service marks, patents, Industrial designs, copyrights, utility modes, plant varieties,) across Tanzania, Zanzibar, Malawi, Zambia, Democratic Republic of Congo (DRC), Uganda, Rwanda, South Africa, Nigeria and before the African Regional Intellectual Property Organization (ARIPO). Mr. Mkama Kalebu is also a Notary Public and Commissioner for Oaths in Tanzania. Mkama formerly trained at and practiced in the office of Attorney General (Tanzania); Mkono & Co. Advocates as Intellectual Property Trainee Associate and later as an Intellectual Property Associate.



5. MR. SYLVANCE SANGE

Seasoned Consultant specializing in creativity, innovation, technology, and intellectual property rights

His extensive experience spans over two decades, with a notable career in various leadership and advisory roles within the intellectual property sector. From 2020 to 2021, he served as an advisor to the Chief Executive Officer of Design Master Plan Ltd, where he provided strategic guidance on innovative design solutions and intellectual property management. Prior to this, he was the Managing Director of the Kenya Industrial Property

Institute (KIPI) from 2016 to 2020.

During this period, he also held the position of Registrar of Trade Marks, overseeing the registration and protection of trademarks in Kenya. His tenure at KIPI began in 2009, where he served as the Deputy Managing Director of Technical Services until 2016. Before this role, he headed the Trade Mark Division from 2006 to 2009, ensuring the efficient processing and administration of trademark applications.

His journey in the field of intellectual property started in 1995 when he joined the former Kenya Industrial Property Office (KIPO) as a Trade Mark Examiner, a position he held until 2006. His expertise in examining and evaluating trademarks laid a strong foundation for his subsequent leadership roles. His career reflects a deep commitment to fostering innovation and protecting intellectual property, with a focus on driving growth and development within the industry.



6. MS. WANGECI WAHOME CEO of Anza Village

Ms. Wangeci Wahome is an accomplished expert in the Legal Tech Industry with 10+ years experience, specializing in startups and Intellectual Property Rights (IPR). She is the CEO of Anza Village, a startup ecosystem enabling African Innovative startups. She is also the Co-founder, Anza Grow Academy, a startup school bridging the curriculum gap in the education and innovation scene in the African Startup Ecosystem.

She is also a Partner at Sisule & Associates LLP, where she specializes in legal innovations and strategy, Intellectual Property Rights, Data Protection and Commercial Law. Wangeci is a crucial figure in the startup ecosystem, with a deep understanding of company setup and structuring, as well as corporate governance. Her expertise also extends to navigating the regulatory framework surrounding disruptive innovations, particularly in the areas of Agritech, PropertyTech, Fintech, and Edtech.

As an I.P Lawyer/Patent agent, she has represented several companies in protection of their IP as well as developing policies and commercialisation strategies. Within the startup ecosystem in Kenya specifically, she had been involved in I.P capacity building for innovators and innovation hubs both at institutional level and under the two umbrella bodies; Association of Countrywide Innovation Hubs (ACIH) and Association of Startups and SME Enablers (ASSEK).

She has on various occasions held key positions as an IP and Tech Lawyer in prominent organizations such as Safaricom, IEBC, and Kenya Accreditation Services (KENAS). She holds a number of Startup Board Advisory roles and has been an innovation Mentor and Trainer for a number of programs including Techstars, Seedstars among others at local and Pan-African level.

PARTNERS





DR TONNY K OMWANSA

CEO Kenya National Innovation Agency (KeNIA)

Dr. Tonny Omwansa is the Chief Executive Officer of Kenya National Innovation Agency (KENIA). He is the co-author of “Money, Real Quick: Kenya’s disruptive mobile money innovation”. He holds a PhD in Information Systems in which he researched on the adoption of mobile financial services at the base of the pyramid in Kenya.

Besides consultancy in technology issues, he has conducted extensive research in mobile transactions in Africa and published various reports including use of airtime transfers, mobile banking, virtual currencies as well as regulation of mobile transactions. His research interests are in the design, adoption and impact of low-cost technologies in developing countries.

His various research assignments have been commissioned by organizations like the GSMA, Bill and Melinda Gates foundation, Rockefeller Foundation and Economic Commission of Africa. He is a recipient of the prestigious Bellagio Fellowship from the Rockefeller Foundation where he worked on the book on mobile money, published in 2012.

He is a member of ISACA, IEEE and has served as a member of the Presidential Taskforce on Digitization of Kenya Government.



Prof. TOM MIGUN OGADA

Chairman, Kenya National Innovation Agency (KeNIA)

Prof. Ogada who is the current chairman for the KeNIA has enormous experience from senior management levels in research, university, public and private sector. He was the Managing Director of the Kenya Industrial Research and Development Institute from 2006-2009. Since 2000, Prof Ogada has been a consultant for the World Intellectual Property Organization (WIPO) in the areas of national intellectual property (IP) policy and strategy, institutional IP Policy as well as commercialization of research results and technology transfer. A respected regional expert in this area, Prof Ogada has participated in development of national IP policy and strategy for Kenya, Tanzania, Zanzibar, Uganda, Ghana, Zambia.



Mr. Sherif Saadallah,

Executive Director, World Intellectual Property Organization (WIPO) Academy from January 2015 to date.

During the last nine years at the helm of the Academy, Mr. Saadallah has successfully transformed the Academy into the core entity in WIPO for the delivery of IP education, training and human capacity-building services and program.

In 2008, Mr. Saadallah was appointed Executive Director of the Department of External Relations. During his tenure, Mr. Saadallah strengthened cooperation with numerous United Nations agencies and organizations, provided fora and new opportunities for the active participation and involvement of civil society in the work of WIPO, and promoted dialogue and cooperation with stakeholders in the private sector.

In December 2003, he was appointed Executive Director of the Office of Strategic Use of Intellectual Property for Development (OSUIPD). He supervised the work of five Divisions in WIPO. Mr. Saadallah was responsible for the process that led to the successful adoption of the WIPO Development Agenda in 2007 and commenced WIPO's work in the new areas of IP and economic development, creative industries, and IP and public policy.

In January 1993, he joined the Development Cooperation and External Relations Bureau for Arab Countries. Promoted as Head of that Bureau in November 1995 and appointed by the WIPO Coordination Committee as Director of the Bureau in 1997. As Director of the Arab Bureau, Mr. Saadallah assumed the lead role in the design and delivery of technical and legal assistance programs to the countries in the region.

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Appendices

3.1 Programme Outline

World Intellectual Property Organization (WIPO) / Kenya National Innovation Agency (KeNIA/WIPO)

Module - Intellectual Property (IP)
 Target Group - Executives/Managers handling IP
 Venue - Nairobi
 Date - 16th to 20th September 2024

Time	16th September 2024 Day 1 IP Essentials: Safeguarding Your Innovations	Speakers/Actors	Moderators
0800hrs	Arrival/Registration	Secretariat	KeNIA/WIPO
0900hrs	Welcome Remarks – Kenya National Innovation Agency (KeNIA/WIPO)	Dr Tonny Omwansa , Chief Executive Officer, Kenya National Innovation Agency	George Masila, Senior Corporate Communication Officer, KeNIA
0905	Welcome Remarks -World Intellectual Property Organization (WIPO)	Sherif Saadallah , Executive Director, WIPO Academy	Dr Tonny Omwansa, CEO, KeNIA
0910 hrs	Cabinet Secretary Remarks	Hon. Ababu Namwamba , EGH, Cabinet Secretary, Ministry of Youth Affairs, Creative Economy and Sports	
0920 hrs	Group Photograph		George Masila, Senior Corporate Communication Officer, KeNIA
0925 hrs	Media Engagement: (Kenya IP Policy, Innovation Masterplan, IP Capacity Development)	Hon. Ababu Namwamba, EGH Cabinet Secretary, Ministry of Youth Affairs, Creative Economy and Sports and Prof. Tom Migun Ogada-Chairman KeNIA/WIPO	Victor Owade, Counsellor, Academic Institutions and Executive Program, WIPO Academy
10000 hrs	Participant Introduction (ice breaker) – 1 min pitch of what they hope to achieve from the program		
1030 hrs	Demystifying IP in Kenya: What it is and why it matters for Innovation Session Feed back(Q/A)	Prof Ben M. Sihanya IP & Constitutional Scholar & Advocate, Sihanya Advocates & UoN Law School	
1230 hrs	Lunch Break		KeNIA
1330 hrs	IP Filing in Kenya: Selecting the right protections for your business. Session Feed back(Q/A)	Prof Ben M. Sihanya IP & Constitutional Scholar & Advocate	Victor Owade, Counsellor, Academic Institutions and Executive Program, WIPO Academy
1415 hrs	IP on a budget: Understanding fees and controlling costs Session Feed back(Q/A)	Mr.Sylvance Sange, IP Specialist	KeNIA/WIPO
1530 hrs	Break		
1545 hrs	Minimise risk, maximise results: Reducing the risk of IP infringement Session Feed back(Q/A)	Mr.Sylvance Sange, IP Specialist	Victor Owade, Counsellor, Academic Institutions and Executive Program, WIPO Academy
1700 hrs	End of Day 1-Tea Break		KeNIA
1800hrs	Reception		

Time	17th September 2024 Day 2 IP & Innovation IQ: Boost Your Innovations with Smart IP Management	Speakers/Actors	Moderators
0800hrs	Arrival/Registration	Secretariat	KeNIA
0900hrs	IP: Your hidden business asset Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1030 hrs	Tea Break		KeNIA
1100 hrs	Maximise your IP: Select and protect intangible assets for growth Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1230 hrs	Lunch Break		KeNIA
1400 hrs	Unlocking portfolio potential: IP and innovation audit and due diligence Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA
1530 hrs	Break		KeNIA/WIPO
1545 hrs	Creating value from innovation: Monetisation through IP exploitation Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA KeNIA/WIPO
1700 hrs	End of Day 2 - Tea Break		

Time	18th September 2024 Day 3 IP as a Weapon: Sharpen your Business Strategy with IP	Speakers/Actors	Moderators
0800hrs	Arrival/Registration	Secretariat	KeNIA
0900hrs	Ideas to innovation: Building your innovation strategy across the IP lifecycle Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1030 hrs	Tea Break		KeNIA
1100 hrs	Ideas to innovation: Building your innovation strategy across the IP lifecycle (continued) Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1230 hrs	Lunch Break		KeNIA
1400 hrs	Unlocking innovation: Formulating IP strategies Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA
1530 hrs	Break		KeNIA/WIPO
1545 hrs	Profit from your innovative and creative ideas: Strategies for growth & opportunity Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA
1700 hrs	End of Day 3 - Tea Break		

Time	19th September 2024 Day 4 IP Monetisation: From Innovation to Profit	Speakers/Actors	Moderators
0800hrs	Arrival/Registration	Secretariat	KeNIA
0900hrs	Unearthing the diamond: Assess your IP's commercial potential. Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1030 hrs	Tea Break		KeNIA
1100 hrs	Market, Customers, IP: Triangle to commercialisation success Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1230 hrs	Lunch Break		KeNIA
1400 hrs	Assemble	Secretariat	KeNIA
1500 hrs	IP Learning Journey at Anza Village	Wangechi Wahome, CEO Anza Village	
1700hrs	End of visit and transport back		
1700 hrs	End of Day 4		KeNIA

Time	20th September 2024 Day 5	Speakers/Actors	Moderators
0800hrs	Arrival/Registration	Secretariat	KeNIA
0900hrs	Beyond the IP: Building your value proposition Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1030 hrs	Tea Break		KeNIA
1100 hrs	Sell or Share: Maximising your returns from IP Session Feed back(Q/A)	Prof. Eric Gan Kok Wah Head, IP and Innovation Management Programme, SUSS	KeNIA/WIPO
1230 hrs	Lunch Break		KeNIA
1400 hrs	Kenya IP Policy: Case study of IP Exploitation	Prof. Tom Migun Ogada	
1430 hrs	(Feed Back)		
1500 hrs	Sharing Session by Participants	Secretariat	KeNIA/WIPO
1630hrs	Certificates and Closing Ceremony	Prof. Tom Migun Ogada	
1700 hrs	Networking and tea break End of Programme		KeNIA

3.1 Contact Information

Contact Details.

Physical Address: Ground Floor, NACOSTI Building, Off Waiyaki Way

Email: academy@innovationagency.go.ke

Phone: +254-792 446 976

Contact Person

Mike Ouma

Email: m.ouma@innovationagency.go.ke

Phone: +254794138610

THANK
YOU

