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INTRODUCTION
The African Regional Intellectual Property Organization (ARIPO) is an intergovernmental organization, which was established on 9 December, 1976 under the Lusaka Agreement signed in Lusaka, Zambia. Its mandate is to develop, harmonize and promote intellectual property in the Member States of the Organization and in Africa.

Membership of the Organization is open to all the States members of the United Nations Economic Commission for Africa (UNECA) or the African Union (AU). Currently there are nineteen Member States, namely; Botswana, The Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mozambique, Namibia, Rwanda, São Tomé and Príncipe, Sierra Leone, Somalia, Sudan, Swaziland, United Republic of Tanzania, Uganda, Zambia and Zimbabwe.

Substantive activities of the Organization are implemented through three treaties each focusing on a specific field of intellectual property. These treaties are: (a) the Harare Protocol on Patents and Industrial Designs; (b) the Banjul Protocol on Marks, and (c) the Swakopmund Protocol on the Protection of Traditional Knowledge and Expressions of Folklore, and (d) the Arusha Protocol for the Protection of New Varieties of Plants.

The Harare Protocol was concluded in 1982 and entered into force on 25 April, 1984. Among other functions, it empowers the ARIPO Office to grant patents and register industrial designs as well as utility models on behalf of the treaty's contracting states. The Harare Protocol incorporates other international treaties of relevance, for instance, the Patent Cooperation Treaty (PCT) and therefore enables applicants from the African region and elsewhere to file international applications and obtain protection of their intellectual property rights. The Harare Protocol has also been linked to the Budapest Treaty, which enables applicant to provide information on new micro-organisms claimed in patent applications. All Member States of ARIPO, with the exception of Somalia, are party to this treaty.

Search services
ARIPO has custody of worldwide patent documents. With the available documentation and information retrieval systems, the organization offers several search services to the public including state of the art, novelty, validity, Bibliographic and Patent map searches.


The Protocol empowers the ARIPO Office to register marks for goods and services in respect of and on behalf of the contracting states. Similar to the Harare Protocol, the Banjul Protocol provides a centralised system of registration and provides a mechanism for the ARIPO system to co-exists with the national systems of the Banjul Protocol contracting states. Thus, an applicant can choose to register a mark with a national office for protection limited to that country or may elect to use the ARIPO route in which case the application should designate at least one contracting state up to the maximum of nine.

The Swakopmund Protocol was concluded on 9 August, 2010 at a diplomatic conference held in Swakopmund, Namibia. It entered into force on 11 May, 2015. It acknowledges that traditional and local communities have for long utilised their traditional knowledge and culture for their survival and livelihood, and that there is now a gradual disappearance, erosion, misuse, unlawful exploitation and misappropriation of this traditional knowledge and folklore. As such, the conference concluded that the treaty was the first huge step towards prevention of this unlawful exploitation. Thus, the treaty seeks to empower and enhance capacity of custodians of traditional knowledge and folklore to realise their aspirations and prosperity through an effective protection system that will create a conducive environment for the respect, recognition, development and promotion of traditional knowledge and expressions of folklore and their continued use and development.

The Arusha Protocol for The Protection of New Varieties of Plants
The Arusha Protocol for the Protection of New Varieties of Plants was concluded by a Diplomatic Conference that was held in Arusha, the United Republic of Tanzania on 6 July, 2015. The Protocol will enter into force only when four States have deposited the instruments of ratification or accession. The Protocol will provide Member States with a regional plant variety protection system that recognizes the need to provide growers and farmers with improved varieties of plants in order to ensure sustainable agricultural production.

Protection of Copyright and Related Rights
ARIPOs mandate on Copyright and Related Rights aims to ensure the Organization coordinates and develop policies for the effective growth and protection of Copyright and Related Rights, recognizing the value of creative industries to the contribution of national economies and employment in Member States, the emancipation of copyright from all forms of piracy and strengthening infrastructure used for enforcement of copyright laws in the Member States and Africa at large.

Capacity Building Activities and Awareness Creation
ARIPO established a state of the art Academy, which was inaugurated on 15 February, 2006 to serve as a center of excellence in teaching, training, research and skills development in the field of intellectual property for different target audiences, including creators, inventors, artists, business managers and IP professionals, journalists, parliamentarians, policy makers, university lecturers, government officials of IP institutions, students and the civil society. The Academy provides intellectual property training in different areas including Masters in Intellectual Property, tailor-made courses, professional courses, research studies, attachments, internships and fellowships, and training programmes that focus on industrial property, copyright, enforcement, traditional knowledge, generic resources and folklore.
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Innovation and Intellectual Property (IP) are economic drivers of the contemporary world economy. These sectors are strong engines for economic growth and spreading prosperity not in a few countries, but around the world. The commercialization of IP is the focus with an emphasis on the translation of academic inventions to commercial products and startup companies. Universities are one of the primary and rising sources of new knowledge and technologies and play a role in technological innovation, technology transfer and commercialization of intellectual property rights (IPRs) arising from research and development activities. This is envisioned as primary resource for developing and emerging countries in moving from discovery to commercialization of ideas and technologies.

Commercialization of intellectual property is the key to making money out of one's ideas. As such, an idea has no value until one turns it into a tangible object and its utility has been proven such that others would pay to use, see, read, recognize, or listen (to) that product. The commercialization of intellectual property is a continuum of activities and actions that provide for the protection, management, evaluation, development and value-creation of ideas, inventions, and innovations to implement them in practice. Prototypes and implemented processes lead to the development of products and services by entrepreneurs, startups, existing companies as well as governments resulting in economic and societal benefits to a large extent.

Business startups need to develop an IP strategy in order to commercialize and monetize it. The first phase of developing an IP strategy is to focus on IP administration. IP administration includes the creation of IP assets. It takes innovation from research and product development, and turns it into IP through applications, prosecution and maintenance. The second phase is IP management, which involves utilizing IP assets portfolio and creating economic benefits through portfolio management, integration of IP into business strategy and maximizing the value of IP. A fundamental consideration of any IP strategy enables a balance of any short-term gain against any potential long-term pain with regard to the company business goals.

The transformation of technologies from research results originating in academic institutions has been the source of inventions, products, and companies for as long as there has been university research and entrepreneurs. Commercialization of technologies into products and companies that take these products to market based on intellectual property rights requires a continuum of activities to further refine, prove, and improve these inventions. This compendium of information and case studies is designed to help guide the development of research findings and guide the appropriate pathway to a license, startup or spinoff company.

Beyond the issues that pertain to any one dimension of a technology and its associated intellectual property rights, the infrastructure to support the development of a critical mass of companies is essential in order to accelerate the rate of commercialization. The commercialization of IPRs defines the terms, process, and methodologies for the commercialization of university inventions, research results and know-how and the collaborative development and funding processes to make them successful. ARIPO supports technological transformation, innovative ideas, knowledge transfer, strategic entrepreneurship and economic development of its Member States.

We look forward to get feedback from you through our email below.

mail@aripo.org

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HIGHLIGHTS OF EVENTS

ARIPO Academy benchmarking with GIPA

The Head of the ARIPO Academy, Mr. Outule Rapuleng conducted a benchmarking exercise with the Global Intellectual Property Academy (GIPA) at the United States Patent and Trademark Office (USPTO) in Alexandria, Virginia, USA from 25 - 28 September, 2017.

Mr. Rapuleng met with Ms. DeChant, the Director of GIPA, to deliberate how ARIPO could leverage its advantage and position as a Regional Center of excellence for Africa to coordinate training for its Member States as well as how to manage growth and track quality of training. Other items discussed were the programs and target groups to be trained, including ARIPO Members States and non-Member States, and the impact and outcome of the training interventions. GIPA is managed by OPIA and provides intellectual property training in a variety of different topics primarily that focus on enforcement, patents, trademarks, and copyrights.

The meeting deliberated on the bilateral cooperation between the ARIPO Academy and GIPA within the broader context of the Memorandum of Understanding signed by ARIPO and USPTO in 2015.

Mr. Rapuleng had an opportunity to meet the Patent Attorney for USPTO, Africa Team of Office of Policy and International Affairs (OPIA) at USPTO, Senior Trade Counsel, Senior Attorneys/Advisors for the respective departments of the office namely Copyright, Trademarks, the Academy, Enforcement and Patents as well as the GIPA Distance Learning Team.

The World Intellectual Property Organization (WIPO) Academy, ARIPO and AU jointly offer the MIP program. The ARIPO Director General, Mr. Fernando dos Santos, officially opened the occasion graced by the AU Chaplin, Reverend Dr. P.T. Chikafu; AU Vice Chancellor, Prof. Munashe Furusa; WIPO Training Officer, Mrs. M. Chikowore; Ambassador of Japan, H.E. Mr. Toshiyuki Iwado and representatives from the Government of Zimbabwe. So far, 251 students have graduated since the start of the MIP program in May, 2008.

AIPPI 2017 Sydney World Congress

The International Association for the Protection of Intellectual Property (AIPPI) 2017 World Congress was held in Sydney from 13 - 17 October, 2017. The Association has a membership of 9,000, from more than 100 countries. AIPPI is the world’s leading international organization dedicated to the development and improvement of intellectual property. It is a politically neutral, non-profit organization, headquartered in Switzerland. The objective of AIPPI is to improve and to promote the protection of intellectual property on both an international and a national basis. It pursues this objective by working for the development, expansion and improvement of international and regional treaties and agreements, and also national laws relating to intellectual property. AIPPI operates by conducting studies of existing national laws and policies, and proposes measures to promote best practices and to achieve international harmonization of law, policy and practice. AIPPI’s members are people actively interested in intellectual property protection at a national or international level. They include lawyers, patent and trademark agents or attorneys and representatives from industrial corporations, as well as judges, academics, scientists and engineers.

ARIPO accepted an invitation to attend the event and was represented by Mr. Charles Pundo, Head of Formality Examination. ARIPO also secured an Exhibition Booth. The objectives of ARIPO at the Congress were to meet the AIPPI fraternity and sensitize them on services offered by ARIPO; to improve visibility of the organization to AIPPI membership; to update users and would be users of the ARIPO system on the developments in Africa and ARIPO in particular i.e. the e-service platform and to make contacts for future collaboration and partnerships for the organization, beneficial to it and the member states.

The opening ceremony was held in the Darling Harbour Convention Centre.
Harbour Theatre at the International Convention Centre Sydney (ICC Sydney) and was followed by a Welcome Reception hosted by the organizers. The event was being held under the theme “Shaping IP for 120 Years” and at the same time was celebrating 120 years of existence.

Panel discussions on different topics concerning IP were scheduled for the entire congress period. The Director General submitted a PowerPoint presentation with voice recording which was aired in one of the panel sessions entitled “Briefing: Standing Committee on Development and IP - Relevance of IP in developing countries”. Other panelists were from Switzerland, Ireland, Poland, Vietnam and Argentina. There were 40+ exhibitors who had taken up booths in the exhibition hall. The ARIPO booth was strategically located directly opposite the main entrance of the exhibition hall and because of this received a large number of visitors.

**HIGHLIGHTS OF EVENTS**

**ARIPO Granted a permanent Observer Status at the WTO Council for TRIPS**

The World Trade Organization (WTO) Council for the Trade-Related Aspects of Intellectual Property Rights (TRIPS) is the body responsible for administering the TRIPS Agreement, which is one of the multiple WTO Agreements, dealing specifically with Intellectual Property matters. The Council particularly monitors the operation of the TRIPS Agreement.

At its meeting of 8 - 9 June, 2010, the WTO Council for TRIPS granted to ARIPO and OAPI an ad-hoc observer status on a meeting-by-meeting basis. The WTO Council for TRIPS has from then been inviting ARIPO to attend its meetings.

Discussions have been going on in order to grant a permanent observer status to ARIPO and its sister Organization OAPI.

On 20 October, 2017, a new move was registered because the TRIPS Council, at its ordinary session that took place in Geneva from 19 - 20 October, 2017, which decided to grant a permanent observer status to ARIPO and OAPI.
2017 IP Conference on Copyright and Related Rights

The Annual Intellectual Property Conference organized by the World Intellectual Property Organization (WIPO) and African Regional Intellectual Property Organization (ARIPO) kicked off at the ARIPO Secretariat. The Conference themed, “Harnessing Africa’s Effective Use and Exploitation of Copyright in the Digital Environment” was held from 6 - 7 December, 2017.

The conference sought to shed light on the way African countries can effectively harness the use and exploitation of Copyright in the digital world. The discussions centred on the development of Copyright in the digital era. This included Copyright and creativity for the transformation of African economies as well as shaping the Copyright and Related Rights systems in Africa.

The Director General of ARIPO, Mr. Fernando dos Santos in his official opening speech welcomed the conference delegates with special gratitude extended to the cooperation partners Africa University, World Intellectual Property Organization (WIPO) and the Government of Japan for being very supportive partners to the activities of the Organization.

Mr. Dos Santos pointed out that the Global royalty collections for creators have hit a new record high of €9.2 billion annually, up 6% on the previous year according to the 2017 International Confederation of Societies of Authors and Composers (CISAC) Report that was launched on 15 November, 2017 in Paris, France. “It is indeed exciting to hear that Africa collections reported to CISAC increased by 9.5% (€67m) in 2016. It has been our greatest hope to see the creative industry flourish; collections for different sectors have improved though there is still room for improvement”, added Mr. Dos Santos.

Mr. Santos highlighted that ARIPO will continue to undertake initiatives with strategic partners to contribute to the benefits and protection of the African creative industry market at large. ARIPO will seek to implement the regional voluntary Copyright registration and notification system taking into account other aspects of Copyright and Related Rights.

The Africa University Interim Vice Chancellor, Professor Pamela Machakanja, stated that there has been tremendous contribution by the Africa University (AU) in educating IP experts in Africa since the inception of the Master in Intellectual Property (MIP) programme in 2008.

“As a pan-African United Methodist church related institution of higher education, we will be forever grateful that our partners WIPO, ARIPO and the Government of Japan who saw it befitting for AU to house a renowned programme of Intellectual Property at Africa University, in Zimbabwe,” she said. Professor Machakanja made the speech on behalf of the Vice Chancellor, Professor Munashe Furusa.

“As partners it is our hope that some of the papers that are going to be presented in this conference including MIP dissertations can also be published in the upcoming issues of the African Journal of Intellectual Property (AJIP). AU in partnership with ARIPO launched the AJIP at the Annual IP Conference last year.
Mr. Francis Gury the Director General of WIPO, represented by Mrs. Martha Chiwore, Training Officer at WIPO Academy, stated that WIPO attaches particular importance to its program of cooperation with developing countries, least developed countries and countries with economies in transition. The main purpose of the AU, WIPO, and ARIPO cooperation is to support African countries to utilize their intellectual property system for development. The conference theme is an IP area of particular interest to ARIPO Member States and Africa as a whole, given the richness of the cultural and creative talent in the region and on the continent.

She further highlighted that today’s generation is familiar and comfortable with the digital world. Today, commerce, entertainment, knowledge, education and other aspects of life are digitalized, networked to various gadgets for home and office. The transition is the basis for an economic and industrial revolution to which Africa is already a part of. This annual conference avails the MIP an opportunity to expose students to an array of cutting edge IP issues; access to interact with leading IP academics and experts through discussing, debating and contributing to shaping the design of an international IP system that is fit to meet today’s challenges.

The 2017 IP Conference brought together 37 current MIP students from over 21 African Countries, MIP alumni, IP experts from across Africa as well as ARIPO staff members. The IP Conference closed with the 10th Anniversary celebrations of the MIP programme.

Communique of the 16th Session of the Council of Ministers of ARIPO

Communique of the Sixteenth Session of the Council of Ministers of ARIPO held in Lilongwe, Republic of Malawi, on 23 November, 2017


2. The Honourable Samuel Tembenu, Minister of Justice and Constitutional Affairs of the Republic of Malawi, officially opened the Sixteenth Session of the Council of Ministers. In his speech, Honourable Tembenu indicated that the Session of the Council of Ministers afforded Ministers the opportunity to take
stock of the successes and challenges facing ARIPO and its Member States in promoting the use of Intellectual Property (IP) as an engine of growth in the respective countries. He underscored the fact that most economies of the ARIPO Member States are agriculture-based and therefore incumbent on the countries to develop appropriate legal instruments that will create conducive environment for value addition to agricultural commodities.

3. The Honourable Tembenu commended ARIPO for the development of the Arusha Protocol which was adopted on 6 July, 2015 in Arusha, United Republic of Tanzania. He applauded the Administrative Council for the adoption of the Regulations for the Implementation of the Arusha Protocol at its Forty-First Session. He called on Honourable Ministers to ensure their respective Governments ratify the Arusha Protocol as soon as possible to enable its implementation for the benefit of Member States.

4. The Council of Ministers elected Malawi, Liberia and Sao Tome and Principe to serve as Chairman, First Vice-Chairman and Second Vice-Chairman respectively in the 2018-2019 biennium.

5. The Council of Ministers took note of the report of the Chairman of the Administrative Council regarding the decisions that the Administrative Council took at its Forty-First Session held in Lilongwe from 20 - 22 November, 2017. The report highlighted the major achievements made by the Organization during the reporting period including the adoption of the amendments to the Harare Protocol and the Banjul Protocol, adoption of the Regulations for the Implementation of the Arusha Protocol on Plant Variety Protection, the inauguration in December, 2016 of the extension of the Building of the Headquarters of ARIPO, among others.

6. The Council of Ministers took note of the report of the Director General which provided a summary of the activities carried out in the 2016-2017 biennium and commended the Organization for its contribution to the development of the national and regional IP systems.

7. The Council of Ministers considered developments of Intellectual Property in Africa related to the creation of the Pan-African Intellectual Property (PAIPO) by the Heads of State and Government of the African Union. The Council of Ministers underscored the important roles that ARIPO and OAPI have played and continue to play in building the national and regional Intellectual Property systems in Africa and affirmed their support to the two Organisations.

8. The Council of Ministers reiterated its position that PAIPO should focus on policy coordination and strategic direction for the development of the Intellectual Property system in Africa.

9. The Council of Ministers resolved that the Secretariat of ARIPO should facilitate high level missions to the Member States, in particular to those that signed the PAIPO Statute to sensitize and engage their Governments on the need to fully support and safeguard ARIPO and OAPI.

10. The Council of Ministers considered the outcome document of the High-Level Meeting on Promoting Policy Coherence on Health Technology Innovation and Access in the ARIPO Region that was organized by Government of Malawi, with the support of the UNDP in Lilongwe from 1 - 3 November, 2017. The Council of Ministers mandated the Secretariat to explore and formulate concrete proposals aimed at addressing policy and legal incoherencies that impact access to health technologies and in the Member States of ARIPO, take actions accordingly and report to the Governing Bodies of the Organization.

11. The Council of Ministers noted the low uptake of the Intellectual Property systems and its use to foster creativity and innovation in the ARIPO Member States in particular, and Africa as a whole, and mandated the ARIPO Secretariat to undertake studies to identify the causes and make appropriate recommendations on the remedial actions.

12. The Council of Ministers expressed its gratitude to the Government of Republic of Malawi for the warm hospitality and excellent arrangements made for the Sixteenth Session of the Council of Ministers.

13. The Council of Ministers further expressed its appreciation and gratitude to the cooperating partners of the Organization for their continued support and participation in the Sixteenth Session of the Council of Ministers.

14. Eleven (11) Ministers and Five (5) Accredited Officials participated in the Session of the Council of Ministers. Also present were Observer Member States, Inter-governmental Organization, other Cooperating Partners and IP Practitioners.
41st Session of the Administrative Council of ARIPO starts in Lilongwe

The Forty-first Session of the Administrative Council of ARIPO was held in Lilongwe, Malawi. The Annual meeting was held from 20 - 22 November, 2017 at the Bingu International Conference Centre and discussed several documents on the administrative aspects of the Organization including the proposed budget and programme of activities for the year 2018, proposals amended some of the ARIPO treaties to continually keep them in line with international trends.

Delegates attending the 41st Session of the Administrative Council ARIPO

The Malawi Solicitor General, Mrs Janet Banda, officially opened the 41st Session. In her remarks, she applauded the Council Members for the support accorded to in the past year. She noted that Africa should ensure it comes up with its own needs-based innovations for a sustainable economic growth which should also be people-centered development. The outgoing Chairperson of the Administrative Council, Mr. Anthony Bwembya, in his remarks said that during the last 41 years, ARIPO had registered numerous and great achievements which made the Organization a recognized Intellectual Property hub in Africa. Mr Bwembya is the CEO and Registrar of the Patents and Companies Registration Agency (PACRA) in Zambia.

In his two-year tenure of office, some of the remarkable achievements was the accession of the Republic of Liberia to the Swakopmund Protocol on 25 October, 2016, bringing the number of Contracting States to 7 and the completion of the construction of the new building of the ARIPO Headquarters that was inaugurated on 9 December 2016.

The ARIPO Director General, Mr Fernando dos Santos thanked the members of the Administrative Council for making time to attend the Annual meeting which showed commitment in supporting ARIPO’s mandate.

10th Anniversary of the Master of Intellectual Property Programme

The history of the Master in Intellectual Property Programme at the Africa University (AU), located in Mutare, Zimbabwe began when the World Intellectual Property Organization (WIPO) and the African Regional Intellectual Organization (ARIPO) jointly organized a colloquium on IP Education, Training and Research held here at the ARIPO Headquarters from 18 - 20 July, 2006.

The main objective of the Colloquium was to carry out an exploratory assessment of the status of IP education in universities of ARIPO Member States with the view to recommend remedial actions required to introduce Intellectual Property (IP) education in various departments of universities to re-energize teaching and research already underway, to discuss the launch of a regional training of trainers program for educational and training institutions in the ARIPO Member States.

Present at that Colloquium were teachers and researchers of Intellectual Property from Universities of the following countries; Botswana, Ghana, Lesotho, Malawi, Mauritius, Mozambique,
Namibia, Sierra Leone, Sudan, Swaziland, Tanzania, Uganda, Zambia and Zimbabwe, officials from WIPO and ARIPO.

At the end of the Colloquium, the participants called for an emergency action plan to address the critical shortage of intellectual property professionals and experts in Africa and requested the WIPO Academy and ARIPO in co-operation with the Universities in Africa to establish training of trainers programme at the level of Master of Intellectual Property Degree in one of the Universities in the member states of the organization which led to WIPO and ARIPO discussions on the modalities for achieving this objective.

It was generally agreed that since ARIPO Headquarters in based in Zimbabwe, a credible University in the country would be identified for the program. After visits of various universities in Zimbabwe, The Africa University, a Pan-African University, based in Mutare, emerged as the ideal institution to launch the MIP programme. A team led by Dr. Mpazi Sinjela, Dean of the WIPO Academy Worldwide at that time together with the then Director General of ARIPO, Mr. Gift Sibanda, Mr. Emmanuel Sackey (ARIPO) and Mrs. Martha Chikowore (WIPO Academy), paid a visit to the Vice Chancellor of the Africa University, Prof Rukudzo Murapa to explore the possibility of commencing the Masters in Intellectual Programme. It became apparent that the Africa University was indeed Pan-African with adequate facilities to run the programme. Consequently, WIPO, ARIPO and AU established joint agreement for the commencement of the Master in Intellectual Property Programme at the University.

At one stage, a team of Africa University Officials paid a visit to the WIPO Academy in Geneva, Switzerland, to familiarize with the work of the Academy as well as the other Masters programmes established under the aegis of the WIPO Academy, in particular the Turin Masters in Intellectual Property Programme in Italy which had started much earlier.

All these meetings and deliberations eventually bore fruit. The MIP Program was officially launched on 4th August 2008 by Honourable Paul Mangwana, who was the Acting Minister of Justice, Legal and Parliamentary Affairs of the Republic of Zimbabwe. So far, the programme has produced 251 graduates from over 25 African countries. This year, we have 37 students in the 10th Cohort.

Looking at the span of 10 years, it is interesting to note that 94% of the students have been enrolled from candidates who are already in gainful employment. It is admittedly clear that the programme has been sustained largely by workers. This is due to the flexible and short duration of the programme, particularly the structure which allows students to undertake residential face-to-face taught courses for only 4 months at the Africa University whiles the rest of the remaining 8 months of the duration of the programme is undertaken in the students’ home countries.

The success of the MIP Programme could not have been possible without sponsorship provided by WIPO and ARIPO. Each year, WIPO provides Twenty (20) scholarships including the use of the Japan Funds-in-Trust (FIT) whilst ARIPO provides Ten (10) scholarships. Cumulatively, WIPO has provided over 190 scholarships and ARIPO has provided 64 scholarships during the decade.

In order to assess the impact of the MIP Programme ARIPO in partnership with Africa University conducted the first Tracer Study in 2016 to assess the effectiveness of the MIP Programme in achieving its objectives as well as to assess its impact on the development of the IP system in Africa.

The Tracer Study targeted the first to the seventh cohort graduates using questionnaires and interviews. The findings of the study revealed that most of the graduates are being used as resource persons on IP Awareness matters (47.2%) followed by those who are involved in lecturing or the teaching of IP (28.3%) in institutions of higher learning either on fulltime or part-time basis. Some have been writing/publishing articles on IP (15.1%) while others have been involved in the development of Institutional IP Policies (11.3%) as well as National IP Policies (13.2%).

In 2014, the Steering Committee of the MIP Programme decided to hold an IP Conference at the end of the residential phase of the 7th Cohort MIP Programme. The first IP Conference was held under the theme “The Role of IP in promoting SMEs in Africa”. This was followed by Branding
and Innovation in 2015 and 2016 respectively. The 2016 IP Conference attracted over 200 participants from all over the world. The IP Conference has now become a tradition. Earlier today, we just concluded the 2017 IP Conference that was held on the theme “Harnessing Africa’s Effective use and exploitation of Copyright in the Digital Environment”. The Permanent Secretary, Ministry of Higher and Tertiary Education, Science and Technology Development, Professor F Gudyanga stated that, it was an endeavour that at its inception was begun in earnest and goodwill with a vision of making a contribution to the education revolution that has gripped our continent but what the founders have created instead is in fact a legacy of excellence. Today we have amongst us the finished products of this program who are now serving their respective nations in various capacities that involve the establishment of unshakable IP systems, the propagation of its concepts and most importantly the harnessing of human potential through the protection of our human capital. Professor F Gudyanga shared collective excitement and eagerness for this program and the future that it holds for Zimbabwe especially as we lean more towards science, technology, engineering and mathematics (STEM) and its successful implementation and uptake. STEM and IP go hand in hand as it is impossible to speak of unleashing an idea and developing it into a marketable product without first ironing out the issues of recognition, monetary reward and ownership. These concepts may sound very arbitrary but ignoring them could stifle creativity and work against everything we are trying to achieve. The Ministry extended its support and full endorsement for the MIP program as one that is highly compatible with the countries economic agenda and blueprint for development.

“Japan hosted the 4th Tokyo International Conference of African Development (widely known as TICAD) in the same year, and established “the Japan Funds-in-Trust for Africa”. In the field of IP, this Fund aims to promote awareness in terms of its importance, systems, human resources development and capacity building. It is also instrumental in providing funding to the MIP Programme. So I am delighted that Japan’s initiative has come a long way over the past decade. The TICAD process has emphasized the vital role of the private sector in development for Africa, since the first TICAD conference held in 1993. And this emphasis has become even stronger in recent years. Innovation has been a key to business promotion. No doubt that innovation promotes efficiency and competitiveness as well as socio-economic development. It is imperative for the global society to provide an environment conducive to the promotion of innovative works. It is with this backdrop that Japan established the Funds-in-Trust for Africa at the TICAD conference. IP systems can promote international trade and economic development. In other words, the protection of inventions and indigenous knowledge will be the basis for the global economy to develop. Sustainable economic development should take place without any risks of the copying or infringement of this valuable knowledge”, said the Ambassador, Embassy of Japan in Zimbabwe, Mr. Toshiyuki Iwado.

The Ambassador highlighted that, Africa is truly becoming a new economic frontier of the world. It is also becoming a significant market of the global economy. This is the reason why IP systems are increasingly becoming important for Africa. And the Government of Japan has continuously supported this important issue. Therefore, the knowledge that students have gained at Africa University through this MIP programme is essential for Africa. He also congratulated all the graduating students for their completion of this MIP Programme at the university. He urged them to be confident saying that each one of them can contribute to the development of their respective countries. In order to further develop IP activities and promote innovations in Africa, it is essential not only to establish IP systems themselves but also to formulate policies to accelerate the ‘intellectual creation cycle’. This cycle will promote the creation, protection and strategic use of IP and also train and improve the skills of experts who play leading roles in the IP system. Japan would like to continue supporting the development of IP activities in Africa, added the Ambassador.
MIP@10 Celebrations in Pictures
2017 Long Service Awards

ARIPO long serving staff members were recognized and awarded at the dinner held on 7 December, 2017.

The long serving awards are given to staff who have shown their commitment to the Organization by serving for many years.

The Staff Members who were awarded are:

- Mr. Christopher Kiige 30
- Mr. John Kabare 15
- Mrs. Grace Kwaramba 25
- Ms. Palesi Kaibe 15
- Mr. Robert Chiweza 15
- Mr. Muziwoxolo Bukhwele 10
ARIPO represented at the OAPI’s 57th Session of the Administrative Council

The ARIPO Director General, Mr. Fernando dos Santos, attended the 57th Session of the Administrative Council of the Organisation Africaine de la Propriété Intellectuelle [African Intellectual Property Organization] (OAPI), was held in Niamey, Niger on 11 December, 2017.

While giving his opening remarks at the Session, Mr. Dos Santos alluded to the permanent status given to OAPI and ARIPO at the WTO TRIPS Council that was held on 19 - 20 October 2017. He said that the status was a good opportunity for the two Organizations to combine their efforts and speak with one voice in discussions on Intellectual Property topics of interest to Africa. This was also a recommendation by the ARIPO Administrative Council at its 41st Session held in Lilongwe, Malawi, from 20 - 22 November, 2017. Mr. Dos Santos also congratulated the OAPI Director General, Dr. Denis Loukou Bohoussou, on his appointment this year and for his commitment to strengthen the already existing Cooperation between OAPI and ARIPO.

In February this year, the two organizations signed a four year Cooperation Agreement. This Agreement, envisaged to take the relationship of the two organizations to new heights, abrogated two earlier agreements signed by the two organizations in 1996 and 2005 respectively. The new Agreement established a comprehensive cooperation framework in intellectual property matters for the two parties. The two agreed to work towards; the harmonization of their systems, exchange of documentation and technical information and to mutually cooperate in the development of training and joint capacity building programs including in user awareness.

Roving Seminar on IP held in Rwanda

The Seminar was organised by ARIPO in collaboration with the Rwanda Development Board and the University of Rwanda for Academic & Institutions and took place at the University of Rwanda (UR) from 2 - 3 November, 2017 on the theme “Fostering Creativity & Innovation for Economic Growth and Development in Africa.” In his opening remarks, the Director General of ARIPO, Mr. Fernando dos Santos highlighted that ARIPO took the initiative to organize roving seminars in Universities and research institutions after realizing that a general awareness raising initiative was far from yielding immediate and concrete results and create the desired impact. He said that it was also observed that creators of Intellectual Property endeavours and custodians of knowledge reside in universities and research institutions.

The Guest of Honour, Dr. Christine Gasinzirwa, Director General for Science, Technology and Research in the Ministry of Education, who represented the Minister of Education highlighted the Ministry of Education is grateful to ARIPO for its role in IP awareness in Africa. Dr Gasinzirwa called upon researchers at the University of Rwanda to “stop those who reap where they did not sow” by ensuring that the results of their research is protected by Intellectual Property and commercialized.

Various topics that were deliberated on during the seminar included the Intellectual Property Principles and Concepts, the Intellectual Property Legal Framework for Rwanda, the Role of ARIPO in Shaping the IP Landscape in Africa, the ARIPO Registration System, Using Trademarks and Industrial Designs as Tools for Branding and Value Addition to University Outputs, Commercialization of University Research Results, among others. The Seminar was attended by more than 100 participants.
from the University of Rwanda and other research institutions such as the National Industrial Research and Development Agency (NIRDA), the Integrated Polytechnical Regional Centres (IPRC), the East African Science and Technology Commission (EASTCO), the Institute of Legal Practice and Development (ILPD).

NAMIBIA
The Importance of Innovation Highlighted

By: Clemencia Jacobs

The Business & Intellectual Property Authority (BIPA) held an Information Session with students from the International University of Management (IUM) on 19 October, 2017, as part of its drive to raise awareness on Intellectual Property (IP) and its benefits for both individuals and the Namibian economy at large. The information session, which was attended by more than 60 students, covered topics such as the laws regulating intellectual property in Namibia, the different types of intellectual property (copyright, patents and trademarks), and what it protects as well as the mechanism applied to determine if the creation/invention can be protected or not. One of the concerned students wanted to find out if the Namibian laws are adequate or effective to protect the innovators and their creations and if the Namibian laws are at par with those of neighboring countries such as South Africa. The students were informed that the laws are outdated and are currently under review. Another issue discussed at the session was whether IP protection is territorial or whether the creations must be registered in each country where inventors/creators seek protection. The students were adeptly informed that trademarks and patents are territorial and that BIPA can assist innovators to register their creations in other countries, through organizations such as the World Patent & Trademark Organization (WPTO) and African Regional Intellectual Property Organization (ARIPO). The students invited BIPA staff to hold more sessions at the university to create more awareness.

The Business & Intellectual Property Authority (BIPA) held an Information Session with students from the International University of Management (IUM) on 19, October 2017.

Walt Disney licenses Brookside, other Kenyan firms to brand products

American multibillion dollar entertainment and media conglomerate Walt Disney signed deals licensing Kenyan firms to use its cartoon labels on local brands. The firm’s Africa Retail Manager, Mr. William-John Willis said their nine-month research had shown Kenyan products met global standards that would benefit from innovative segmented marketing. Mr Willis spoke in Nairobi when he and Brookside Dairies’ Marketing Director Oliver Mary signed a two-year licensing contract allowing use of Disney, Disney*Pixar and Marvel characters on packed yoghurt brands. The campaign dubbed “Fun.Tastic Goodness” is aimed at encouraging children to drink the firm’s dairy products from flavoured yoghurt, white milk and flavoured milk. The products will display characters such as Mickey Mouse and Minnie Mouse, Sofia the First, Frozen, Spiderman and the Lightning McQueen. Mr. Willis said the value of Kenya’s market informed their entry. He said they would license companies keen on using its cartoon characters to sell local brands.

Brookside said it had chosen to market their yoghurt brands due to their fast growth rate, currently at 30 percent, adding that their dairy products sale had increased by 15 percent in the past year.


From left: Walt Disney Africa’s retail manager William John Willis, Kenya Dairy Board’s Philip Cherono and Brookside’s COO Faiz Talib and marketing manager Oliver Mary sample Disney-branded yoghurt during its launch in Nairobi, 7 December, 2017. PHOTO | SALATON NJAU | NMG
The Gambia Kayorn Kalorn Cultural Festival and Congress in Marakisa Village

ARIPO was invited to attend the 2nd Annual Kayorn Kalorn Cultural Festival and Congress in Marakisa Village, the Gambia. The festival aim is to promote, preserve and disseminate the rich and vibrant culture of the Karoninka ethnic group found in the Gambia, Casamance in Senegal and Guinea Bissau. It is a festival of the Karoninka clan. One of the first settlers of the Kombos and they spread from Gunjur to Mandinary. They come together annually to showcase their performance traditions as part of a desire to sustain their language and culture which is on the verge of extinction. The festival offers opportunity for the Karoninka ethnic group to make objective appraisals of their achievements, challenges and failures and give recommendations to redress the pitfalls for solutions and improvement of the group. It is interesting to note that the Karoninka are seven clans found in the three countries that is the Gambia 2 clans, Guinea Bissau 2 clans and Senegal 3 clans. The seven clans have relatives in all the three countries and share the Karoninka language despite the fact that the Gambia speaks English, Guinea Bissau speaks Portuguese and Senegal speaks French. The clans are united to perform what Karoninka’s are expected to do in so far as rituals are concerned. The National Centre for Arts and Culture (NCAC) is the Copyright Office of the Gambia and they fall under the Ministry of Tourism and Culture. The Kayorn Kalorn Association collaborates with the NCAC and the Ministry of Tourism and Culture when organizing such events.

Cultural festivals are important to socio-cultural and social-economic development of the country; the festivals attract domestic and international tourism as they promote the cultural identity and heritage of the people. Men, Women, Youths and Children all were present in the hall and the roads were filled with people at the Marakisa village during this time it was a joyous moment for all who were present and listening to the drums, wooden clappers, rhythms, songs not forgetting the different moves in all dances that were performed. Mr. Sugay Jawo Representative from the Ministry of Tourism and Culture, The Gambia Tourism Board, President of the Kayong Kalorn Association, The Mayors of Kafuntine Senegal, Elders of the Karoninka Clan, The seven Karoninka clans, Government Officials, Artists, Stakeholders among others were present to grace the festival. ARIPO was represented by Ms. Maureen Fondo.

ARIPO MAGAZINE: Vol. 7, No.4, October - December 2017
Harnessing Africa’s Effective Use and Exploitation of Copyright in the Digital Environment

The African Regional Intellectual Property Organization (ARIPO) in collaboration with the World Intellectual Property Organization (WIPO) held a two day IP conference on Harnessing Africa’s Effective Use And Exploitation Of Copyright In The Digital Environment at the new state of the art Conference Hall at ARIPO in Harare, Zimbabwe from 6 - 7 December, 2017, to conclude the residential phase of the 10th cohort of the MIP Program. The purpose of the conference was to facilitate the understanding and appreciation of the economic contribution of Copyright and Related Rights to African economies in as far as the digital environment is concerned. The conference also sought to promote efficiencies of administration and management of copyright and related rights by the copyright offices and collective management organizations.

The Director General of ARIPO, Mr. Fernando dos Santos opened the conference. In his speech, he made mention of a number of key issues, chief among them being that Africa should never underestimate the value of copyright and as such, should work together to promote and support the development of creative industries that continue to contribute significantly to national economies. Mr. Dos Santos pointed out that the Global royalty collections for creators have hit a new record high of €9.2 billion annually, up 6% on the previous year according to the 2017 International Confederation of Societies of Authors and Composers (CISAC) Report that was launched on 15 November, 2017 in Paris, France. “It is indeed exciting to hear that Africa collections reported to CISAC increased by 9.5% (€67m) in 2016. It has been our greatest hope to see the creative industry flourish; collections for different sectors have improved though there is still room for improvement”, added Mr. Dos Santos. He further highlighted that ARIPO will continue to undertake initiatives with strategic partners to contribute to the benefits and protection of the African creative industry market at large. ARIPO will seek to implement the regional voluntary Copyright registration and notification system taking into account other aspects of Copyright and Related Rights.

The Africa University Interim Vice Chancellor, Professor Pamela Machakanja, stated that there has been tremendous contribution by the Africa University (AU) in educating IP experts in Africa since the inception of the Master in Intellectual Property (MIP) programme in 2008. “As a pan-African United Methodist church related institution of higher education, we will be forever grateful that our partners WIPO, ARIPO and the Government of Japan who saw it befitting for AU to house a renowned programme of Intellectual Property at Africa University, in Zimbabwe,” she said. Professor Machakanja made the speech on behalf of the Vice Chancellor, Professor Munashe Furusa. “As partners it is our hope that some of the papers that are going to be presented in this conference including MIP dissertations can also be published in the upcoming issues of the African Journal of Intellectual Property (AJIP). AU in partnership with ARIPO launched the AJIP at the Annual IP Conference last year.

Mr. Francis Gury the Director General of WIPO, represented by Mrs. Martha Chiwore, Training Officer at WIPO Academy, stated that WIPO attaches particular importance to its program of cooperation with developing countries, least developed countries and countries with economies in transition. The main purpose of the AU, WIPO, and ARIPO cooperation is to support African countries to utilize their intellectual property system for development. The conference theme is an IP area of particular interest to ARIPO Member States and Africa as a whole, given the richness of the cultural and creative talent in the region and on the continent. Mrs. Chikowore further highlighted that today’s generation is familiar and comfortable with the digital world. Today, commerce, entertainment, knowledge, education and other aspects of life are digitalized,
networked to various gadgets for home and office. The transition is the basis for an economic and industrial revolution to which Africa is already a part of. This annual conference avails the MIP an opportunity to expose students to an array of cutting edge IP issues; access to interact with leading IP academics and experts through discussing, debating and contributing to shaping the design of an international IP system that is fit to meet today’s challenges.

The issues as discussed during the conference are quite pivotal when considering copyright and its role in the digital era. The topics deliberated covered the following grounds:

- copyright and creativity for the transformation of African economies from an international and regional perspective;
- copyright as an incentive and as a growth driver for Digital development;
- essential components in the administration of copyright;
- the content industry in the digital environment;
- creating an enabling environment for copyright and
- shaping the copyright and related rights systems in Africa.

**Challenges identified**

- Poverty and insufficient statistics on creative industries and industrial property continue to threaten the Least Developed Countries and Developing Countries.
- Member States have insufficient systems to compile copyright databases.
- With regards to the MIP graduate directory, some contact details are inaccurate or incomplete.
- Lack of tailored, updated and balanced IP legislative frameworks.
- Exchange rate of African currencies vis-à-vis the $/ Euro is small.
- Lack of transparency, accountability and good governance in Africa for CO’s, CMO’s, users and stakeholders
- Some CMO’s collect money but are not distributing to the right holders.
- Difficulties associated with Cross border licensing due to a borderless internet
- Decrease in the number of publishers and lack of standardized tariffs

The following recommendations were developed for Copyright and Related Rights in Africa with the view to reaching a level playing field in the global Copyright ecosystem and balancing the interest of the Actors within the digital era:

1. Urge ARIPO Member States and strategic partners to collaborate in the realization of the regional copyright database.
2. National offices should provide information into the Regional copyright database regarding management and protection of Copyright online. This information will be owned by Copyright offices and Collective management organizations. “Investors will also have access to it”.
3. Call for an increase in the prices on online mobile applications so as to hike the after download effect and encourage use of technological protection measures (TPMs).
4. Facilitation of beneficiaries who gain from the copyright and related rights system online by continuing to be proactive; offer policy advice; support the copyright offices, collective management organizations, and enforcement agencies, users of copyrighted works and stakeholders of copyright and related rights.
5. Call for Member States to develop a policy proposal around the issue of the Private Copy Levy for the benefit of the creators bearing in mind the use of online download instruments.
6. Recognize and encourage a special issue to be
released in the 2018 AJIP where MIP Alumni will write a paper focused on copyright issues in the digital era to be published in the journal.

7. Call on Member States to ratify / accede to international instruments such as the WIPO Copyright Treaty (WCT), WIPO Performances and Phonograms Treaty (WPPT) and the Beijing Treaty on Audiovisual Performances; domestication, implementation and enforcement of the laws and policies formed therewith.

8. Call for an updated Institutional Framework (Administrative infrastructure) that focuses on keeping-up-to-date with the digital era bearing in mind the following:
   - Upgrading Collective Management Organizations
   - Technical Support
   - Commercial infrastructure and Financial mechanism
   - Improvement of the Copyright Offices and development of ARIPO Copyright Department vis-à-vis online copyright matters

9. Encourage capacity building and awareness creation of copyright within the digital environment, with major focus on:
   - Online copyright awareness for high level policy makers
   - Links with other training institutions e.g. training on copyright infringement online
   - Development of relevant modules and customization of existing modules that will concentrate on copyright in the digital system

10. Call in IP champions such as top artists to be the propagators of the message on IP

11. Build Partnerships and Synergies that promote and mentor on a regional basis among Copyright Offices and Collective Management Organizations

12. Call on Member States to empower enforcement officers on online copyright infringement bearing in mind:
   - Regional collaboration on sharing of information and enforcement
   - Promoting respect for copyright and related rights for all intermediaries in the value chain
   - Build capacity of law enforcement agencies
   - Use of the WIPO toolkit on Intellectual Property Crime Prosecution
   - Attach punitive custodial sentences to Copyright infringement.

In conclusion, focus must be placed on effectively harnessing the use and exploitation of copyright in the digital environment. There is need to adopt a paradigm shift that will see nations catching up to the digital wave and building upon existing initiatives where possible and having flagship programs for sustainable development.
INDIA: Taj Mahal Palace Hotel Receives Trademark Status

The Taj Mahal Palace Hotel in Mumbai is a 114-year-old building and iconic flagship of the Indian Hotels Company Limited (IHCL). With its Indo-Saracenic arches and a distinctive red-tiled Florentine gothic dome, the hotel is a defining aspect of the city’s skyline. On 17 May, 2017, registration for the pictorial representations of the hotel building were secured by IHCL, which referred to these as “image trademarks”—likely the first instance of such rights being granted in India (Reg. No. 3386351).

In so doing, the Taj Mahal Palace Hotel joins an elite club of landmarks, such as the Empire State Building and the Sydney Opera House, in securing trademark rights (the Empire State Building design was registered with the USPTO in 2001 and the Sydney Opera House with IP Australia in 2013).

The registration is in Class 43 and covers “services providing food and drink; temporary accommodation.” However, since the building is so well recognized, as with any other famous trademark, the registrations should also be useful tools for halting misappropriation for disparate goods and services.

In practical terms, this means that, for instance, when an artist makes a sketch of the hotel building and puts it up for sale, or when event organizers create memorabilia bearing the city’s skyline (as is the case of organizers of marathons in Mumbai, for example), these uses may give rise to legal action in the absence of a suitable license agreement with IHCL.

From an enforcement perspective, since the registrations are for “image marks,” and not shape or 3D marks, it can be argued that the statutory rights are restricted to the images alone and do not extend to 3D renderings of the hotel building. So, are third parties enjoined from building similar structures/buildings? The full scope of rights will only emerge should such a dispute arise.

Also, in India, “works of architecture” that bear an artistic character qualify for copyright protection, subject to several fair use exceptions, including private use and reportage of current events. For architectural works permanently situated in a public place, the exceptions extend to the making or publishing of a painting, drawing, or photograph of the work, as well as its inclusion in a cinematograph film. The Taj Mahal Palace Hotel is too old to claim copyright protection, but for famous buildings of more recent vintage, comparing the two forms of protection may lead some to argue that trademark rights are too expansive. The registrations, then, mark an interesting beginning.

Although every effort has been made to verify the accuracy of items in the INTA Bulletin, readers are urged to check independently on matters of specific concern or interest. Law & Practice updates are published without comment from INTA except where it has taken an official position.

Contributor: Bisman Kaur, Remfry & Sagar, Gurgaon, India
INTA Bulletins Law & Practice—Asia Pacific Subcommittee
Verifier: Shailendra Bhandare, Khaitan & Co., Mumbai, India

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Global value chains: the face of 21st-century international commerce

Technology, business innovations and falling trade costs have profoundly transformed the organization of global production. The production process has been unbundled, and different production stages spread across different locations. Complex international supply chains – also referred to as global value chains – have emerged, whereby firms ship intermediate goods across the world for further processing and, eventually, final assembly.¹

The rise of global value chains has gone hand in hand with the growing importance of intangible assets in economic activity. Previous editions of the World Intellectual Property Report have documented the rapid growth of investments in technology, design and branding – outpacing the growth of traditional bricks-and-mortar investments.² Intangible assets shape global value chains in two important ways. First, the organization of international supply chains – and especially the offshoring of labor-intensive manufacturing tasks to lower-wage economies – entails the transfer of technological and business knowledge from one location to another. Such knowledge is often subject to various forms of intellectual property (IP), including registered IP such as patents and industrial designs, and unregistered IP such as copyright and trade secrets. Second, technology, design and branding determine success in the marketplace and thus affect how value is distributed within global value chains.

1.1 – Characterizing the growth of global value chains

The growth of global value chains is a key distinguishing feature of the so-called second wave of globalization that set in some time in the second half of the 20th century. Countries’ export and import patterns at that time largely reflected their sectoral comparative advantages and disadvantages.³ What stands out about international commerce in the second globalization wave is increased vertical specialization – countries concentrating on particular stages of production. As a result, trade patterns have shifted toward multidirectional trade in intermediate goods and services within particular industries.⁴

Several forces supported greater vertical specialization. Falling costs of international trade made it cost-effective to disperse production across a number of locations. Cheaper and faster transportation already propelled international trade during the first globalization phase. The advent of air transport, the spread of containerization and other innovations lowered transport costs even further. It is worth noting that even small declines in trade costs – whether due to cheaper transportation or less import protection – can have a strong effect on global value chain formation, because such costs occur every time different parts and components cross national borders before final assembly.⁵

Rapidly falling communication costs and ever more powerful computing technology shifted this trade-off in favour of dispersed production.⁶

Figure 1.1
More gross exports for every dollar of export value added
Share of export value added in gross exports, world total

Note: Export value added refers to the domestic value added in countries’ gross exports.
Source: Trade in Value Added Database, OECD.
One way of illustrating the rise of global value chains is to calculate the share of export value added in overall gross exports. If products’ parts and components cross national borders several times before they reach consumers, gross export values associated with these products will exceed the export value added in each of the production locations. Growing global value chain trade should thus prompt a decreasing share of export value added in gross exports; and figure 1.1 shows that this has indeed happened – globally, the share fell by 7 percentage points between 1995 and 2011.

Unfortunately, given the complexity of capturing value added in trade statistics, export value added data are not available before 1995 and after 2011. For both a longer-term and more recent perspective, figure 1.2 depicts the evolution of the world’s trade-to-gross domestic product (GDP) ratio. Trade as a proportion of GDP rose nearly 240 percent between 1960 and 2015. Note that trade and GDP values are not directly comparable: trade captures traded output on a revenue basis whereas GDP measures total output on a value-added basis. Nonetheless, the sharp increase over the last half-century likely reflects the rise of global value chains – again, more gross trade for every dollar of output.

**Figure 1.2**
**Growth in world trade outpaces growth in world output**
Trade as a percentage share of GDP

![Graph showing growth in world trade outpacing growth in world output](image)

*Note: Trade is defined as exports plus imports. Source: World Bank World Development Indicators.*

Figure 1.2 also shows that the trade-to-GDP ratio reached its peak in 2008, saw a sharp fall in the course of the global financial crisis, and has stagnated since. It is still too early to tell whether this is a cyclical phenomenon associated with the weak economic recovery from the financial crisis or a structural and lasting phenomenon. However, some evidence suggests that vertical specialization may indeed have reached its limits and global value chains may not further proliferate as they have over the past few decades.7

**Figure 1.3**
**Global value chains have a regional face**
Value added share of exports, in percent

![Graph showing global value chains have a regional face](image)

*Note: The (foreign) shares shown are what are known as global value chain backward participation shares, defined as the ratio between the value-added content of imports from the source country and the gross exports of the exporting country. Source: Trade in Value Added Database, OECD.*

At least two insights emerge from figure 1.3. First, while virtually all economies have seen an increase in the share of foreign value added, some are more closely integrated into vertical production networks than others. For example, the foreign value added shares in Argentina, Brazil and Indonesia are substantially lower than those of Bulgaria, China, Malaysia and Mexico. India and Turkey stand out as having seen the largest increases in the foreign value added share of their exports from 1995 to
2011. Second, global value chains have a regional face: the United States accounts for the largest share of foreign value added in Mexico’s exports; East and Southeast Asian countries account for the largest foreign value added shares in China, Indonesia and Malaysia; and European countries account for the largest shares in Bulgaria, Romania and Turkey.

More generally, studies have identified East Asia, Europe and North America as the three regional blocks with the strongest supply chain relationships. In a nutshell, within each of these blocks, high-income “headquarter” economies export technology-intensive intermediate goods and services to middle-income “factory” economies which then export assembled goods within and beyond the region. Japan, Germany and the United States have been the lead headquarter economies in the three blocks.8

1.2 – How global value chains are organized and governed

The concept of production in the 21st century has evolved greatly from the first notions of mass production in the early 20th century. As epitomized by Ford’s automotive assembly line, the focus back then was on converting raw materials into parts and components which were then manufactured into final products. There were relatively few stages of production and they took place within close geographical proximity, if not under the roof of the same factory.

Production in the 21st century is popularly characterized by the so-called smile curve – first proposed in the early 1990s by the chief executive officer of the company Acer, Inc. As illustrated in figure 1.4, the smile curve recognizes the increased importance of pre- and post-manufacturing stages and, in fact, submits that those stages account for ever-higher shares of overall production value.

Faced with 21st-century smile curves, how have firms organized production along the value chain? The answer depends in part on the nature of the final product and the technology underlying manufacturing. In this regard, one can broadly distinguish two basic supply chain configurations, as shown in figure 1.5. On the one hand, there are “snake-like” configurations in which production proceeds sequentially from upstream to downstream, with value being added at each stage.

On the other hand, there are “spider-like” configurations in which a variety of parts and components come together for assembly of the final product.10

In either configuration, firms face two overarching questions. Should they perform different production tasks themselves or outsource those tasks to other firms? And where should those tasks be located?

As to the first question, one important insight from economy theory is that firms outsource certain production tasks whenever the transaction cost of providing specific goods or services through the market is lower than the costs of coordination within a single organization.11 In practice, firms are more likely to integrate different tasks whenever there are strong synergies from doing so – say, from combining product development and manufacturing. In addition, concerns about technology and business know-how leaking to competitors may also favor vertical integration (see section 1.4).

As to the question of where different production tasks should be located, some tasks – notably in

The simple concept of the smile curve captures two important structural shifts:

- First, technological progress has been considerably faster in manufacturing than in services. As discussed in WIPO (2015), this trend has implied a shift of labor and capital from manufacturing to services and consequently a rising share of services in economic output. In terms of figure 1.4, the share of manufacturing in firms’ overall cost structure has progressively fallen.

- Second, intangible assets – in the form of technology, design and brand value as well as workers’ skills and managerial know-how – have become critically important in dynamically competitive markets. Firms continuously invest in intangible capital to stay ahead of their rivals. As economies have grown richer, consumers’ preferences have shifted toward goods that respond to differentiated tastes and offer a broader “brand experience.”

In either configuration, firms face two overarching questions. Should they perform different production tasks themselves or outsource those tasks to other firms? And where should those tasks be located?

As to the first question, one important insight from economy theory is that firms outsource certain production tasks whenever the transaction cost of providing specific goods or services through the market is lower than the costs of coordination within a single organization.11 In practice, firms are more likely to integrate different tasks whenever there are strong synergies from doing so – say, from combining product development and manufacturing. In addition, concerns about technology and business know-how leaking to competitors may also favor vertical integration (see section 1.4).

As to the question of where different production tasks should be located, some tasks – notably in
agriculture and mining – depend closely on the location of natural resources. Where this is not the case, various trade-offs apply. On the one hand, combining different tasks in one location reduces coordination and trade costs. On the other hand, spreading those tasks to different locations – whether within the same country or abroad – allows firms to benefit from the advantages different locations can offer. These advantages may take the form of access to specialized skills, lower cost structures, or proximity to end-consumer markets. The combination of technological advances, business innovations and falling trade costs has, over time, prompted the progressive unbundling and geographical dispersion of the production process.

Figure 1.5
Supply chain configuration: snakes versus spiders

The most dramatic consequence has been the offshoring of labor-intensive manufacturing stages to developing economies with a relatively abundant supply of workers and thus lower wage costs. Greater vertical specialization across economies, in turn, has pushed the trough of the smile curve downwards – as illustrated in figure 1.4.

Note that vertical specialization may occur within and across firms. In some cases, firms have offshored manufacturing by setting up a subsidiary in a foreign country. In other cases, they have outsourced and offshored manufacturing to independent firms. The precise shape of global value chains – the number of firms involved and their relationship to one another – differs substantially across industries. Nonetheless, it is possible to distinguish between different governance models of global value chains. In particular, academic research has juxtaposed buyer-driven chains with producer-driven chains.

Table 1.1
Different types of global value chain governance

<table>
<thead>
<tr>
<th>Governance type</th>
<th>Complexity of transactions</th>
<th>Ability to codify transactions</th>
<th>Capabilities of supplying firms</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Market</td>
<td>Low</td>
<td>High</td>
<td>High</td>
<td>Buyers respond to specifications and prices set by suppliers; transactions require little explicit coordination; it is easy to switch suppliers.</td>
</tr>
<tr>
<td>Modular value chains</td>
<td>High</td>
<td>High</td>
<td>High</td>
<td>Buyers transmit complex but codified information, for example design files, to suppliers which the latter can flexibly accommodate; coordination remains low and switching partners remains possible.</td>
</tr>
<tr>
<td>Relational value chains</td>
<td>High</td>
<td>Low</td>
<td>High</td>
<td>Tacit knowledge must be exchanged between buyers and suppliers for transactions to occur; the buyer-seller relationship may rely on reputations, social and spatial proximity and the like; high levels of coordination make it costly to switch partners.</td>
</tr>
<tr>
<td>Captive value chains</td>
<td>High</td>
<td>High</td>
<td>Low</td>
<td>Low supplier capability requires significant intervention and control on the part of the lead firm, encouraging the latter to &quot;lock in&quot; suppliers to appropriate the benefits of growing capability.</td>
</tr>
<tr>
<td>Hierarchy</td>
<td>High</td>
<td>Low</td>
<td>Low</td>
<td>High complexity, low ability to codify and low supplier capability imply that the lead firm has to perform supply chain tasks in-house.</td>
</tr>
</tbody>
</table>
Gereffi et al. (2005) develop a more elaborate theory of global value chain governance based on how lead firms interact with other firms in the value chain. They consider three dimensions of such interactions: the complexity of information and knowledge transfer required for transactions in the value chain; the extent to which this information and knowledge can be codified and hence efficiently transmitted; and the capabilities of the firms in relation to the value chain transaction. On the basis of these three dimensions, they identify five types of value chain governance, as presented in table 1.1.

At one end of the spectrum, market-based governance models require little coordination between suppliers and buyers connected at a particular stage in the value chain, and both sides can switch partners relatively easily. As the complexity of transactions increases, the ability to codify relevant information and knowledge decreases and the capability of supplying firms diminishes, high levels of coordination are required and partner switching becomes progressively more difficult. At the limit, arm’s-length relationships between firms connected at a value chain stage become impossible and lead firms have to perform supply chain tasks in-house.

### 1.3 – What return accrues to intangible assets?

While appealing and intuitive, the concept of the smile curve has its limitations. It may reasonably portray the distribution of value added for some global value chain lead firms, but it is more difficult to apply at the economy-wide level where firms’ value chains intersect and overlap. More importantly, it does not provide any insight into what generates value added at different production stages. In particular, higher value added does not necessarily coincide with underlying activities being more profitable, associated with better-paying jobs, or generally “more desirable.” For example, higher value-added activities may be highly capital-intensive, in which case it is not clear that workers involved in them receive higher wages compared to lower value-added activities. Similarly, value-added figures alone do not reveal how much intangible capital contributes to global value chain production – the focus of this report – as value added reflects the return of all the inputs into production.

As a second step, Chen et al. (2017) decomposed value added at each stage and in each country into the incomes accruing to labor, tangible capital and intangible capital – as illustrated in figure 1.6. They did so by first subtracting labor income and imputed tangible capital income from value added – relying on available data on wages, employment, tangible capital asset stocks and an assumed rate of return on tangible capital of 4 percent. The remaining residual then represents the income accruing to intangible capital. The logic behind this approach is to recognize that intangible capital is firm-specific and different from other factor inputs, because companies cannot freely order or hire it. In other words, intangible capital is the “yeast” that creates value from labor and market-mediated investment in assets.

The research by Chen et al. (2017) breaks new ground in at least two respects. First, it offers for the first time an estimate of the return to intangible asset investments in global value chain production. Notwithstanding promising efforts to quantify such investments, their macroeconomic value has so far largely eluded measurement. Second, it includes the distribution stage in the analysis, which is important as global value chains with major retailers – for example, Nike – will likely realize returns to their intangibles at this stage.

### Figure 1.6
Decomposing global value chains

Turning to the research findings, figure 1.7 presents the income shares accruing to the three production factors for all manufacturing products from 2000 to 2014. The intangibles share averaged 30.4 percent throughout this period, almost double the share for tangibles. Interestingly, it rose from 27.8 percent in 2000 to 31.9 percent in 2007, but has stagnated since then. Overall income from intangibles in the 19 manufacturing industries increased by 75 percent from 2000 to 2014 in real terms. It amounted to 5.9 trillion United States dollars (USD) in 2014.

One interpretation of the rising share for intangibles is that global manufacturing firms benefited from increased opportunities for offshoring labor-intensive activities to lower wage economies. Intuitively, in competitive markets, wage cost savings will lower final output prices; if capital costs remain the same, the intangibles share must go up by virtue of its definition as a residual – intangibles will constitute a larger share of a smaller whole. However, this trend appears to have peaked in 2007 – just before the global financial crisis. This finding seems consistent with the stagnating trade-to-GDP ratio shown in figure 1.2 and empirical studies suggesting that vertical specialization may have reached its limits.

Which product global value chains use intangibles most intensively? Table 1.2 presents the factor income shares in 2014 for the 19 manufacturing product groups...
in descending order of their global output size. For all product groups, intangible capital accounts for a higher share of value added than tangible capital. While the intangibles share increased for almost the entire 19 product groups during the period 2000-2014, it did so more sharply for some than for others. Figure 1.8 depicts the trend for four of the largest product groups. As it shows, the intangibles share increased only slightly for food and textile products, but more substantially for motor vehicles and electronic products.

Figure 1.7
Intangible capital captures more value than tangible capital
Value added as a percentage of the total value of all products manufactured and sold worldwide

<table>
<thead>
<tr>
<th>Product group name</th>
<th>Intangible income share (%)</th>
<th>Tangible income share (%)</th>
<th>Labor share (%)</th>
<th>Global output (USD bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food, beverages, and tobacco products</td>
<td>31.0</td>
<td>16.4</td>
<td>52.6</td>
<td>4,926</td>
</tr>
<tr>
<td>Motor vehicles and trailers</td>
<td>29.7</td>
<td>19.0</td>
<td>51.3</td>
<td>2,559</td>
</tr>
<tr>
<td>Textiles, apparel and leather products</td>
<td>29.9</td>
<td>17.7</td>
<td>52.4</td>
<td>1,974</td>
</tr>
<tr>
<td>Other machinery and equipment</td>
<td>27.2</td>
<td>18.8</td>
<td>53.9</td>
<td>1,834</td>
</tr>
<tr>
<td>Computer, electronic and optical products</td>
<td>31.3</td>
<td>18.6</td>
<td>50.0</td>
<td>1,452</td>
</tr>
<tr>
<td>Furniture and other manufacturing</td>
<td>30.1</td>
<td>16.3</td>
<td>53.7</td>
<td>1,094</td>
</tr>
<tr>
<td>Petroleum products</td>
<td>42.1</td>
<td>20.0</td>
<td>37.9</td>
<td>1,024</td>
</tr>
<tr>
<td>Other transport equipment</td>
<td>26.3</td>
<td>18.5</td>
<td>55.2</td>
<td>852</td>
</tr>
<tr>
<td>Electrical equipment</td>
<td>29.5</td>
<td>20.0</td>
<td>50.6</td>
<td>838</td>
</tr>
<tr>
<td>Chemical products</td>
<td>37.5</td>
<td>17.5</td>
<td>44.9</td>
<td>745</td>
</tr>
<tr>
<td>Pharmaceutical products</td>
<td>34.7</td>
<td>16.5</td>
<td>48.8</td>
<td>520</td>
</tr>
<tr>
<td>Fabricated metal products</td>
<td>24.0</td>
<td>20.8</td>
<td>55.2</td>
<td>435</td>
</tr>
<tr>
<td>Rubber and plastics products</td>
<td>29.2</td>
<td>19.7</td>
<td>51.1</td>
<td>244</td>
</tr>
<tr>
<td>Basic metals</td>
<td>31.4</td>
<td>25.6</td>
<td>43.0</td>
<td>179</td>
</tr>
<tr>
<td>Repair and installation of machinery</td>
<td>23.6</td>
<td>13.2</td>
<td>63.2</td>
<td>150</td>
</tr>
<tr>
<td>Paper products</td>
<td>28.0</td>
<td>20.9</td>
<td>51.1</td>
<td>140</td>
</tr>
<tr>
<td>Other non-metallic mineral products</td>
<td>29.7</td>
<td>21.5</td>
<td>48.9</td>
<td>136</td>
</tr>
<tr>
<td>Wood products</td>
<td>27.5</td>
<td>20.0</td>
<td>52.5</td>
<td>90</td>
</tr>
<tr>
<td>Printing products</td>
<td>27.1</td>
<td>21.2</td>
<td>51.7</td>
<td>64</td>
</tr>
</tbody>
</table>

Source: Chen et al. (2017).

This may suggest that opportunities to offshore production of food and textiles were already largely realized, whereas the latter industries could still take advantage of such opportunities between 2000 and 2007.

At what stage of production does income accrue to intangible capital? The global value chain decomposition suggests that distribution and the final production stage each account for around a quarter of the intangibles income, and the other stages for the remaining half. The contribution of different production stages to intangibles income varies greatly across product groups, as shown in figure 1.9. Intuitively, the pattern that emerges seems to correspond broadly to the distinction between buyer-driven and producer-driven global value chains introduced in section 1.2.

The findings by Chen et al. (2017) underscore the
importance of intangible assets in generating value in global value chain production. However, they also leave a number of questions open and come with several methodological caveats. One unresolved question is what precisely accounts for the income attributed to intangibles. Under Chen et al.’s methodology, this income captures all the firm-specific returns that go beyond market-mediated returns to tangible capital and labor. That clearly includes brand reputation and image, technological edge and design appeal that sets apart the products of one firm from those of another – intangible assets for which firms seek different forms of IP rights. It also includes organizational and managerial know-how that may be protected by trade secrets.

Figure 1.8
Different product groups see different trends
Intangible income as a percentage of the value of all products manufactured and sold worldwide

However, it may also include other factors – beyond reputational and knowledge assets – that generate large economic returns. For example, the high intangibles share for petroleum products (see table 1.2) is likely to reflect the resource rents accruing to oil producers. Supply-side and demand-side economies of scale may be other sources of market power that may not relate directly to intangible assets.

A second unresolved question is which economies harvest the returns from intangible capital. The question is obvious, but the answer is elusive. More importantly, increasing cross-border ownership and sharing of intangibles is undermining the very notion of location-bound assets and earnings. Finally, several caveats apply to the research by Chen et al. (2017) that should be kept in mind in interpreting their findings. For example, it is hard to capture international trade in services adequately, and there are also challenges in measuring value added in the distribution stage. In addition, the use of international input-output tables relies on relatively strong assumptions, such as firms in a given industry and country exhibiting similar production structures.

1.4 – How intangible assets permeate global value chains
In light of the substantial value generated by intangible assets, a key question is how firms holding such assets manage them within their global production networks. A related and equally important question is how firms not holding intangible assets can acquire them. To address these questions, it is helpful to distinguish between two types of intangible assets:

Knowledge assets cover technology and design as well as organizational, logistical, managerial and related know-how. A common characteristic of knowledge assets is that they are non-rival in nature and – in contrast to tangible assets – not necessarily tied to any particular location. For example, the R&D for a new car may occur in one location, but once the car is developed its production can be spread across a large number of locations.

Reputational assets consist of the goodwill that consumers extend to a company’s brand – partly because of satisfaction derived from previous brand purchases and partly because of the image associated with different brands. Reputational assets are rival in nature: brands only have reputational value if used in relation to a single product or firm. In addition, while brands can sometimes gain an international reputation, they generally do not seamlessly flow across borders; companies may possess strong reputational assets in some markets, but not in others.

Managing knowledge assets
In order to reap returns from investments in innovation, firms must be able to appropriate their knowledge assets. Ideally, they would want to capture the full rewards from those assets without any knowledge leaking to competitors. At the outset, when generating new knowledge, firms face a well-known trade-off. On the one hand, they have incentives to keep their innovations secret to maintain their edge over competitors. Trade secrecy laws protect confidential information from unauthorized disclosure, though competitors may still be
able to reverse-engineer products placed in the market. On the other hand, firms may be able to take out IP rights for their innovations, in which case they need to disclose them but benefit from exclusivity at least for a limited time. Several factors will influence the preferred knowledge management strategy. Certain knowledge assets such as process technology and organizational know-how can easily be kept secret, whereas others such as product design cannot.

**How transfer mispricing and related practices distort global value chain measurement**

From a statistical perspective, transfer mispricing as outlined in figure 1.10 leads to an understatement of value added in the high-tax-rate jurisdictions and its overstatement in the low-tax-rate jurisdiction. In addition, it distorts trade statistics – the low-tax-rate country’s imports of IP services would be understated and its exports of such services would be overstated.28

Drawing on a variety of sources and making several assumptions, Neubig and Wunsch-Vincent (2017) conservatively estimate that global profit shifting associated with cross-border IP transactions alone could amount to USD 120 billion annually, or 35 percent of the reported total cross-border trade in IP services. Most prominently, Ireland’s GDP registered a 26 percent increase in 2015 which largely reflected the inflow of intangible and other internationally mobile assets from MNCs locating their headquarters in Ireland.29

**Figure 1.10**

**Shifting profits to an IP-owning intermediary**

Sale of IP License of IP Royalty for IP use Purchase price

Similarly, IP rights extend to certain knowledge assets – technological inventions in the case of patents – but not to others, for example many types of service innovations. Knowledge assets can sometimes also take the form of specialized workers’ skills. Retaining those skills is often an important part of a company’s knowledge management strategy. Yet it is also constrained by law; there are limits, for example, on how far non-compete clauses in employment contracts can prevent workers from starting their own business or leaving to competitors.30

As mentioned in section 1.2, knowledge management considerations determine the organization of global value chains – in particular, whether firms vertically integrate different production tasks or whether they outsource those tasks to independent suppliers.31 Knowledge leakage is bound to be a concern in relational and captive value chains, especially when global value chain lead firms transfer tacit knowledge to partner firms that might emerge as future competitors. For this reason, MNCs sometimes limit knowledge transfers to older technologies, leakage of which would not pose an immediate competitive threat.32

Complex technologies include most ICTs, which have seen the fastest growth in patenting over the past three decades. Through cross-licensing arrangements, companies negotiate access to technologies they require to commercialize their own innovations.33 In most circumstances, IP protection is a crucial element of a firm’s knowledge management strategy. One study for the UK economy, for example, found that slightly more than one-half of investments in intangible assets were in assets protected by different IP rights.34

**Figure 1.11**

**International patent filings focus on fewer offices than international trademark filings**

Share of the top five offices in world total non-resident patent and trademark filings, 2015

However, deciding for which knowledge asset to seek IP rights, and in which countries, requires careful planning. Obtaining patent rights in particular is costly, especially when pursued in many countries. For this reason, companies often limit their patent coverage to countries hosting the largest economies and countries in which global value chain production takes place.

This explains why the world’s five largest recipients of patent filings from abroad – the national patent offices of China, Japan, the Republic of Korea, and the United States as well as the European Patent Office – account for close to 70 percent of the world total in non-resident patent filings (see figure 1.11).35 Other than China, relatively few patents flow to low- and middle-income economies.
Managing reputational assets

The principal IP instruments protecting reputational assets are trademarks and geographical indications (GIs). While acquiring trademark rights is relatively cheap, managing a global portfolio of trademarks also requires careful planning and strategic decision-making. To begin with, trademarks may not only cover product names, but also two- and three-dimensional shapes, sounds, colors and other features associated with them. In contrast to patents, which companies mostly protect in countries where global value chain production takes place, companies have strong reasons to protect at least their main trademarks in all the markets in which they are or plan to be active. Uncertain trademark ownership can prove costly, especially once new products have been commercialized.

Catch-up and industrial development

China has been at the forefront of this transformation, with its economy often referred to as “the world’s factory,” but a number of other economies in Asia, Eastern Europe and other parts of the world have also seen far-reaching industrial development through participation in global value chains. The causal relationship between these developments is not clear-cut, however. Has global value chain participation spurred industrial development in a way that would not have been possible otherwise, or did the successful economies just happen to have the right preconditions for industrial development which prompted their participation in global value chains?

Global value chains arguably embraced those economies offering the most conducive environments – including competitive access to capital and labor, needed skills, reliable infrastructure and fast-growing markets. At the same time, the transfer of production capacity to those economies likely offered opportunities for industrial upgrading that otherwise might not have come about. Economic research has long analyzed how knowledge assets diffuse to catch-up economies. In particular, it has distinguished among four main diffusion channels:

- Firms in catch-up economies acquire knowledge through reverse engineering products and technologies available in the marketplace.
- This form of knowledge diffusion may be seen as the reverse side of the imperfect appropriability of knowledge assets by lead firms, as discussed above. IP rights may limit the use of reverse-engineered technologies by catch-up firms – at least insofar as they are protected in a given jurisdiction. At the same time, publicly available patent records offer a rich source of technological knowledge that catch-up firms can and do employ in their own R&D activities.
- Partnerships between global value chain lead firms and catch-up firms can entail the transfer of knowledge from the former to the latter. Such partnership may take the form of technology licensing contracts, which – in addition to licensing patented knowledge – often entail the transfer of relevant non-codified knowledge. Instead of licensing their technology to independent firms, global value chain lead firms may insist on taking an equity stake in the knowledge-acquiring firm, leading to joint venture arrangements. At the limit, they may only be willing to transfer knowledge to a catch-up economy by establishing a wholly-owned subsidiary.
- Firms in catch-up economies can gain access to knowledge assets by importing capital goods which embed technological knowledge. In particular, the import of production equipment can allow catch-up firms to upgrade their manufacturing capabilities to the state-of-the-art. Foreign sellers of such equipment may also train local workers to use and maintain it – building up an important complementary knowledge base.
- Finally, to the extent that knowledge assets take the form of human skills, the movement of skilled workers represents an important channel through which knowledge diffuses from one firm to another. Skilled workers may move from foreign global value chain lead firms to catch-up firms, or they may start their own firm. Equally important, they may move from locally established foreign subsidiaries to local firms, thereby helping to diffuse knowledge throughout the catch-up economy.

Public policies in relation to trade, investment, migration and IP have a bearing on diffusion outcomes, although the effects are not always clear-cut. For example, restricting trade may inhibit diffusion through importing technology-intensive capital goods, but could also promote diffusion by encouraging foreign investment. In particular, economists have argued that at least part of the success of the fast-growing East Asian countries lay in their ability to ignite a process of technological learning and absorption that provided the basis for economic catch-up.

Economists have paid less attention to how firms in catch-up economies can acquire reputational assets. Firms’ branding strategies often evolve in line with their growing manufacturing capabilities. For example, companies in Japan, the Republic of Korea and more recently China at one time pursued a low-cost and low-price strategy; over time, they were able to raise prices and quality, thus moving from largely generic products into premium brands. Other companies, including companies in the ICT industry, have made a name as providers of certain components, or as assembly and contract manufacturers for example, Asus, Acer and Foxconn; alternatively, they may have focused on business customers before entering the end-consumer markets with a more established brand, such as in the case of Huawei. Yet other companies have bought established brands from companies in high-income economies.

1.5 – Concluding reflections

Global value chains have emerged as the 21st-century face of international commerce. They have tied together national economies as never before and have helped integrate numerous developing countries into the global economy. How will they further evolve, and what role is there for policy to ensure that they support economic growth and rising living standards around the world? Drawing on this chapter’s discussion, this final section seeks to offer some policy-oriented reflections on these two questions.

The future of global value chains

As described in section 1.1, the world’s trade-to-GDP ratio has more than doubled over the past 50 years, but
it has not seen any growth since the global financial crisis unfolded in 2008. This may well reflect the persistent shortfall in aggregate demand to which many economists attribute the weak recovery from the crisis. Indeed, preliminary data for 2017 suggest trade growth is again outpacing global output growth. At the same time, several studies suggest that the stagnating trade-to-GDP ratio may well have structural foundations and that vertical specialization may have reached a natural limit (see sections 1.1 and 1.3). There is also some evidence that the scope for further improvements in transport technology to increase trade may be exhausted.

A declining trade-to-output ratio in this case would be a sign of progress, rather than a source of concern. Another key factor shaping global value chains is the upgrading of production capabilities in catch-up economies. Chiefly, evidence suggests that Chinese firms increasingly source parts and components domestically, rather than importing them from abroad. This development similarly reduces reliance on cross-border trade and may well have contributed to the world’s stagnating trade-to-GDP ratio. However, upgraded production capabilities should again ultimately enhance growth.

How should policymakers respond to the disruption brought about by shifting global value chains? Trade protection is not the answer. Progressive trade liberalization has been one of the factors enabling the growth of global value chains. As global value chain formation is highly sensitive to underlying trade cost, reversing open markets could be highly disruptive in and of itself. In addition, it would not re-establish old production patterns, as today’s production technology has evolved greatly. Instead, economists generally advocate providing a social safety net that cushions the adverse effects of unemployment and instituting measures that facilitate the retraining of affected workers.

**Upgrading global value chain capabilities**

For policymakers in low- and middle-income economies, a key question is how they can support the upgrading of global value chain production capabilities by local firms. This question is sometimes phrased in terms of “moving up the value chain” or “capturing more value from global value chain participation.” However, such value-oriented perspectives can be misleading. As pointed out in section 1.3, value added may not be the right metric to evaluate the profitability or rewards accruing to capital and labor from global value chain participation. In addition, the notion of “value capture” may suggest that global value chain participation is “zero sum”, generating large profits for some participants – presumably lead firms – at the expense of others. However, while differences in bargaining power may well affect the vertical distribution of profits, global value chain income largely accrues to the capital and labor employed in global value chain production. The returns to capital and labor, in turn, depend on economies’ endowment with these production factors and how productively they are employed.

As to the former, industrial policy strategies have seen much evolution over the past decades – both in practice and in academic thinking. Yet, if there is one evolving consensus, it is that governments have an important role to play in identifying pre-existing industrial capabilities – often at the level of sub-regions and leveraging them by removing constraints on entrepreneurial activity and appropriately targeting complementary public investments.

At this analytical stage, it is also useful to ask what role different forms of IP can play in supporting opportunities for global value chain upgrading. As for trade policy, opportunities for successful global value chain participation rely, of course, on open markets that allow companies to seamlessly import intermediate inputs and export processed goods. Equally important, they rely on deeper integration measures that facilitate the conduct of business along the supply chain. Such deeper integration measures include promoting the compatibility of regulatory measures, harmonizing product and technology standards and opening markets for business services supporting global value chain production. In the area of IP, for example, businesses face considerable costs in protecting their different IP rights across a large number of jurisdictions.

As a final note, successful global value chain upgrading in all likelihood does not entail a zero-sum game among national economies. Technological change and new product cycles invariably prompt continuous reconfigurations of global value chains that create entry opportunities for some firms and may force the exit of others. In addition, successful global value chain upgrading generates economic growth that enlarges the market for global value chain outputs as a whole.

The Top 5 Mistakes Inventors make with their Invention

By Gene Quinn

There is a maze of information available online for new inventors, much of it very good and much of it highly questionable. Therefore, it is not surprising that each and every week I receive multiple general inquiries from newbie inventors. Although the inquiry can take many different forms, the question inevitably boils down to something like this: "I have recently come up with an idea that I would like to pursue. I have never invented anything in the past, and I have no idea where to start. Help!"

I recently updated our Invention to Patent 101 page, which is an excellent place to start on the journey to better understand the entire process. Having said that, generally speaking the first step toward commercializing an invention and making money is typically to pursue the patent path. For those new to the industry it is important to understand that on the road to a patent there are many mistakes that inventors can make unwittingly, some of which will ultimately make it impossible to obtain a patent.

PLEASE NOTE: As I discuss the following areas of concern I make reference on several occasions to what is called the 12 month grace period. Prior to 16 March, 2013, you could engage in certain activities without jeopardizing your ability to obtain a patent in the United States, such as selling your invention. With passage of the America Invents Act (AIA), effective 16 March, 2013, everything changed. It is true that there is still a very narrow grace period available and that the grace period lasts a maximum of 12 months. However, it is critical for inventors to consider the new "first to file" patent regime in the U.S. as requiring them to file a patent before engaging in any public use, sale, offer for sale or disclosure outside of a confidential relationship. The grace period can and should be relied upon only in the event of a mistake or accident.

With that in mind, here is a list of the top 5 mistakes inventors make, followed by discussion of what you should do to move your project forward in an appropriate and responsible way.

1. Sold the Invention

In the United States you have 12 months from the time the invention was first sold within which to file either a provisional patent application or a nonprovisional patent application. If you wait longer than 12 months then you have forever forfeited the right to obtain a patent in the US. Still, as mentioned above, in the new first to file era for U.S. patent law you should never sell your invention or offer your invention for sale without having first filed a patent application.

Even if you are aware of this rule and you do not sell or offer your invention for sale before you file a patent application there can still be traps that await you. For example, if you file a patent application that fails to adequately disclose your invention and then you start selling you may find out later that the application you filed did nothing to establish priority. That could mean you need to start over fresh with a new application done properly. The trouble now is that you have been selling the invention thinking you were safe, but then learn that the application you initially filed was so defective that it was as if you filed nothing.

2. Publicly used the invention

Public use of an invention can create the same problems as a sale or offer for sale. If you use an invention publicly you have 12 months from the first public use to apply for a patent. If you miss this 12 month window you will not be able to obtain a patent on that which you used publicly. Of course, if you want foreign rights you need to apply first before you use the invention publicly because in many countries there is no grace period of any kind. Remember also that the better advice is simply not to publicly use your invention before you file a patent application that adequately describes your invention.

3. Terrible provisional patent applications

A provisional patent application is a great tool when it is used properly, and devastating when it is not use properly. A provisional application is extremely easy to file because all you have to do is complete a cover sheet and then attach a description of your invention. There are no requirements that the description be in a particular format, and the truth is the Patent Office requires by the patent laws your provisional application describe the invention with the same level of detail as is required of a nonprovisional patent application. This means that while you can easily get a provisional patent application on file and have a "patent pending" if you do not describe the invention with the level of detail and sophistication required by the patent laws your provisional application is worthless.

Unfortunately for the unwitting inventor who uses a bargain basement, deep discount service provider, the law requires that a provisional patent application describe the invention with the same level of detail as is required of a nonprovisional patent application. This means that while you can easily get a provisional patent application on file and have a "patent pending" if you do not describe the invention with the level of detail and sophistication required by the patent laws your provisional application is worthless.

Even worse, because you had a patent application pending you may have done things, such as using or selling your invention, as mentioned above. This is a nightmare because if you filed a provisional application that was not adequate enough and then used or sold your invention you have forever forfeited foreign rights, and the application you filed may not be able to be used later to support a filing date. Worse yet, a badly done provisional patent application could even conclusively prove that as of the filing date. Worse yet, a badly done provisional patent application could even conclusively prove that as of the time that you filed the application you did not have a completed invention. Even worse, if you first start using or selling your invention and then you file a provisional patent application you may think you are safe. But if the disclosure in the provisional patent application is so poor it won’t help. By the time you get around to filing
a nonprovisional patent application it is now more than 12 months since your first use or offer for sale, which means you could be forever prevented from obtaining rights even in the United States.

4. No professional patent search
I hear all the time from inventors who have done their own patent search and have found nothing similar to their invention. This is the first warning. With well over 9,000,000 US patents and counting, and many millions of published application that have never been patented, it is virtually impossible to do a patent search and not find something relevant. Patent searching is an art more than anything and if you are not intimately familiar with how the Patent Office classifies inventions and how attorneys characterize things then you would never find what you are looking for even if there is a patent out there that covers exactly what you invented.

Obtaining a patent is an expensive undertaking, and saving a few hundred, or even a few thousand dollars by doing your own patent search is just silly. Sure, look for yourself first. I even have an article explaining how to do your own search (see Patent Searching 101 and Patent Searching 102: Using Public PAIR). If you find something then you save the money you would have otherwise paid, but just because you do not find anything does not mean that there is nothing to be found even if there is a patent out there that covers exactly what you invented.

Over time, however, I have come in contact with a variety of inventors who do their own patent search, then they have a professional patent search done in the responsible manner. Everything looks clear and then out of no where the inventor finds the exact thing is available for sale on the Internet. How can that happen?

A patent search is just that. A search of patents and published patent applications. You hire trained professionals to do a patent search, but the patent search does not typically include a product search online. That is the responsibility of the inventor. So for goodness sakes, if you come up with an invention the very first thing you should do is see whether it exists and can be purchased online or in stores. If it can be then you shouldn’t move forward. If you can’t find it online don’t celebrate and rush off to hire a patent attorney. Do your own patent search. Then once you confirm that you can’t find it on the Internet and you can’t find a patent reference, then proceed to a professional patent search with an opinion.

Knowing the pitfalls that lie ahead of you will help you stay on the straight and narrow path toward success. You can do it! The invention to patent to commercialization cycle just takes determination, and of course some funds to get things off the ground.

Of course, this article has only focused on certain aspects of getting started. For more basic information on patent basics, inventing, setting a budget, executing the plan and more please see:

SOURCE: http://www.ipwatchdog.com/2015/07/18/top-5-mistakes-inventors-make-invention/id=59286/
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JOBS VACANCY: Professor/ Associate Professor/ Senior Lecturer – Intellectual Property & Innovation

THE PROGRAMME
The World Intellectual Property Organization (WIPO), the African Regional Intellectual Property Organization (ARIPO), and Africa University are collaborating in offering a Master in Intellectual Property (MIP) at Africa University. The programme seeks to assist graduate students and young professionals in Africa acquire appropriate knowledge and skills in the management of intellectual property systems and contribute to Africa's development. Africa's economic transformation will largely depend on its ability to build ecosystems that support research, innovation, and entrepreneurship to develop contextually relevant products and services, moving Africa from a consumer culture to a maker culture.

THE POSITION
Africa University seeks to appoint a suitably qualified professional as Professor/Associate Professor or Senior Lecturer. He/she will function as part of an interdisciplinary academic and management structure of the programme within the College of Business, Peace, Leadership and Governance at Africa University. He/she will work closely with the Assistant Dean, Head of Department, MIP coordinator and other CBPLG staff members.

DUTIES AND RESPONSIBILITIES
Under the authority of the Vice Chancellor of Africa University, and reporting to the Dean of the College of Business, Peace, Leadership and Governance, the incumbent will serve in the capacity of IP and Innovation Professor and will provide leadership in contributing to the smooth organization and implementation of the activities of the MIP programme. He/she will be assigned the following responsibilities:

1. Provide leadership in the design, review and implementation of the IP curriculum, to ensure relevance, suitability and appropriateness of IP for innovation and other developmental needs of African countries;
2. Teach in the IP degree programmes at masters and doctoral levels, conduct and coordinate research and the collection of up-to-date information on trends in intellectual property practice in Africa and beyond;
3. Provide leadership in the supervision and coordination of the students' innovative research and the preparation of their dissertations for final assessment;
4. Advance and encourage wider student and program initiatives on innovation, entrepreneurship, and technology transfer
5. Supervise masters and doctoral students, and mentor, train, guide and motivate junior colleagues to carry out research
6. Provide advisory services to the university innovation hub and help develop an environment that will nurture research-based innovation and innovation-driven entrepreneurship for Africa University students
7. Facilitate training, workshops, seminars and executive courses in the field of Intellectual Property
8. Attend CBPLG meetings and University wide Committee meetings;
9. Develop a data base of institutions, organizations and specialists involved in education and training activities in the intellectual property field in Africa; and contribute to the development of networking relationships among such institutions, organizations and specialists;
10. Provide leadership in mobilising resources, library books and materials aimed at promoting growth and development in the field of Intellectual Property;
11. Contribute to the preparation of progress and other reports on the IP programmes;
12. Collaborate with the Africa University research office for the promotion of innovative research and inventions; and
13. Carry out any other functions as assigned.

QUALIFICATIONS AND EXPERIENCE REQUIRED
Applicants should make sure that their application shows very clearly how they believe that their skills and experience
meet these criteria. The successful candidate will possess the following qualifications and experience:

1. An earned PhD and a proven record as a scholar in one or integrated IP areas and law;
2. Proven ability to contribute to the College and University’s research profile and an outstanding record in research and publication in IP;
3. Teaching experience at university graduate level and as an active researcher in the integrated field of IP.
4. Must have experience in developing and teaching online courses.
5. Experience in a leadership, managerial or senior academic position, in the public and/or private sector environment, or international development cooperation context an advantage;
6. Knowledge of contemporary challenges in the intellectual property field in Africa;
7. Ability to work in a culturally diverse Pan African environment, with a proven record of inclusive and multi-cultural skills in teaching, research, innovation and service.
8. Excellent written and verbal communication skills in English, working knowledge of French and/or Portuguese an added advantage.

**SALARY**
A competitive salary is offered on the basis of qualifications and experience.

**APPLICATION**
Qualified candidates should submit their applications by **31 January 2018** with CVs, certified copies of academic and professional qualifications, and two reference letters to:

The Assistant Registrar, Personnel and Administration
Africa University, P. O. Box 1320,
Mutare, Zimbabwe,
E-mail: arpa@africau.edu

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**Kwame Nkrumah University of Science and Technology, Kumasi Ghana**

**School of Graduate Studies**

ANNOUNCEMENT FOR ADMISSIONS INTO THE MASTER IN INTELLECTUAL PROPERTY (MIP) PROGRAMME

Applications are invited from suitably qualified candidates for admission into the Master in Intellectual Property (MIP) Programme. The Degree is jointly offered by the African Regional Intellectual Property Organization (ARIPO), Kwame Nkrumah University of Science and Technology (KNUT) in Kumasi, Ghana and Intellectual Property Office of Ghana.

**Duration**
The duration is Twenty-four months, from February 28, 2018 to February 28, 2020 including holidays, structured in two parts, as follows:

- **First Year (February 2018 to December, 2018):** Residential phase requiring physical attendance at lectures undertaken at the Kwame Nkrumah University of Science and Technology (KNUT), Kumasi, Ghana.
- **Second Year (January 2019 to February, 2020):** Dissertation Phase requiring research and writing on an approved research topic.

The Programme adopts a comparative approach, with particular emphasis on Africa. Lectures are given by leading academics, intellectual property practitioners, intellectual property officers and other experts drawn from across Africa.

The provisional curriculum of the Programme is available on the following websites: KNUT (www.knust.edu.gh), and ARIPO (www.aripo.org).

**Entry Requirements**
Eligible candidates are required to hold a minimum of a Bachelor’s degree (second class lower) from a recognized university in any discipline and have a minimum of two years work experience. Proof of English proficiency is required, therefore, students coming from countries where the official language is not English will need to submit evidence of proficiency in an appropriate internationally approved English examination e.g IELTS, TOEFL AWARD. Upon satisfactory completion of the programme, participants will be awarded a Master in Intellectual Property (MIP) by KNUT on behalf of ARIPO.

**Fee Schedule**
The cost and funds required for the duration of the MIP programme for foreign and local students are provided in the table with appropriate breakdown as follows:
### Scholarships

With a view to contributing to the development of human resources in the field of Intellectual Property in Africa, ARIPO will provide 5 scholarships for the 2017/2018 Academic Year. The scholarship shall cover the cost of a return air ticket, board and lodge at KNUST, tuition fees, registration fees and medical insurance.

### Application Procedure

Interested candidates with the requisite qualifications (see Entry requirements) are invited to submit their applications online on the website of the University, www.knust.edu.gh.

**International students** should start their applications by going to: https://apps.knust.edu.gh/admissions/ and click on Generate Logins and follow the instructions.

**Deadline for the submission of applications is 15 December, 2017.**

### Master in Intellectual Property (MIP)

**Jointly offered by:**

- The World Intellectual Property Organization (WIPO);
- The African Regional Intellectual Property Organization (ARIPO);
- and Africa University (AU)

#### 2018/2019 ADMISSIONS

**THE PROGRAM**

Applications are invited from suitably qualified candidates for admission into the Master in Intellectual Property (MIP) Program. The Degree is jointly offered by the World Intellectual Property Organization (WIPO) Academy, the African Regional Intellectual Property Organization (ARIPO) and Africa University (AU), with financial support from the Government of Japan.

The duration is twelve months, from May 1, 2018 to April 30, 2019, structured in three parts, as follows:

- **First Part (May 1 to July 20, 2018):** WIPO Academy Distance Learning Courses, undertaken via the Internet;
- **Second Part (August 1 to December 8, 2018):** Residential phase requiring physical attendance at lectures undertaken at Africa University in Mutare (Zimbabwe) and practical training sessions at ARIPO in Harare.
- **Third Part (December 11, 2018 to April 30, 2019):** Dissertation Phase requiring research and writing on an approved topic.

The Program adopts a comparative approach, with particular emphasis on Africa. Lectures are given by leading academics, intellectual property practitioners, intellectual property officers and other experts drawn from across Africa.

The provisional curriculum of the Program is available on the following website: Africa University (http://africau.edu/programmes/MastersinIntellectualproperty.html)

**ADMISSION REQUIREMENTS**

The MIP Programme is open to government officials, industry practitioners, senior students and young professionals from academic, research and development or other relevant background who wish to upgrade their knowledge and skills in Intellectual Property law and practice. To be eligible, candidates are required to hold a minimum of a Bachelor’s degree (second lower class) from a recognized university in any discipline and have a minimum of two years work experience. Proof of English proficiency is required, therefore, students coming from countries where the official language is not English will need to submit evidence of proficiency in an appropriate internationally approved English examination e.g IELTS, TOEFL.

### Table: Estimated Costs

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<th>CATEGORY OF STUDENTS</th>
<th>DESCRIPTION</th>
<th>YEAR 1</th>
<th>YEAR 2</th>
<th>AMOUNT US$</th>
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<tr>
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<td>Estimated cost of meals and upkeep per month</td>
<td>300.00</td>
<td>300.00</td>
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</table>
AWARD
Upon satisfactory completion of the program, participants will be awarded a Master in Intellectual Property (MIP) by Africa University on behalf of WIPO and ARIPO.

FEES AND COSTS
For tuition, registration and accommodation fees please follow link (subject to annual review). Cost of meals and upkeep is estimated at US$350.00 per month per person.

SCHOLARSHIPS
With a view to contributing to the development of human resources in the field of Intellectual Property in Africa, WIPO, ARIPO and the Government of Japan will provide approximately 30 scholarships to qualified candidates from Africa. The scholarship shall cover the cost of a return air ticket, board and lodge at Africa University and ARIPO, tuition fees, registration fees and medical insurance.
To apply for scholarships online follow the following link:
https://welc.wipo.int/acc/index.jsf?page=aipCatalog.xhtml&lang=en&cc=MIP_AFRICA#plus_MIP_AFRICA

APPLICATION PROCEDURE
Interested candidates fulfilling the above mentioned requirements are invited to send their written applications to the following address:
Assistant Registrar-Academic Affairs
Africa University
Fairview Road, Off Nyanga Road
Old Mutare,
P.O. Box 1320
Mutare
Zimbabwe

or

Email scanned copies to academic@africau.edu and studentrecruitment@africau.edu and applications@africau.edu

Application forms shall be accompanied by detailed curriculum vitae, CERTIFIED copies of university degree certificates/diplomas and transcripts and at least two letters of reference. These documents are to be received by Africa University no later than February 28, 2018. Applicants wishing to be considered for the various scholarships should specifically indicate so in their application, and endure that they apply online at the WIPO website.

Detailed information concerning the MIP Program is provided on the websites of Africa University (http://africau.edu/programmes/MastersinIntellectualproperty.html), the WIPO Academy (www.wipo.int/academy) and ARIPO (www.aripo.org).
African Regional Intellectual Property Organization (ARIPO)

VACANCY ANNOUNCEMENT
Post of Copyright and Related Rights Officer

Background of the Organization
The African Regional Intellectual Property Organization (ARIPO) (hereinafter referred to as “the Organization”), is an intergovernmental Organization, which was established at Lusaka, Zambia, in 1976 by an Agreement concluded under the auspices of the United Nations Economic Commission for Africa (ECA) and the World Intellectual Property Organization (WIPO).

The Organization was created, inter alia, to promote the development of intellectual property laws appropriate to the needs of its members, establish common services and training schemes, and assist its members in the acquisition and advancement of technology and the advancement of common views on Intellectual Property (IP) matters.

The Organization grants and administers IP titles on behalf of the Member States and provides IP information to its clientele in the form of search services, publications and awareness creation. Membership of the organisation is open to all Member States of the African Union (AU) or of the United Nations Economic Commission for Africa (ECA).

The present members of the Organization are: Botswana, The Gambia, Ghana, Kenya, Lesotho, Liberia, Malawi, Mozambique, Namibia, Rwanda, Sao Tome and Principe, Sierra Leone, Somalia, Sudan, Swaziland, Uganda, United Republic of Tanzania, Zambia and Zimbabwe. (Total: 19 states)

The organs of the organization are:

a. the Council of Ministers, consisting of ministers who are responsible, in the Member States for the administration of intellectual property matters;
b. the Administrative Council consisting of heads of offices, in the Member States, dealing with the administration of intellectual property; and
c. the Secretariat (the Office of ARIPO) headed by the Director General as the principal executive officer of the Organization.

Applications are invited from suitable candidates to be considered for appointment to the post of Copyright and Related Rights Officer, on a fixed-term contract of two years (renewable), the full description of which is as follows:

Principal Duties:
Under the supervision of the Head of Copyright and Related Rights, the Copyright and Related Rights Officer will carry out the following tasks:

d. Participate in the formulation and implementation of the IP Ecosystem for growth strategy

e. Participate in the formulation of policy documents on Copyright and Related Rights

f. Assist in the provision of support to the Member States in work related to ARIPO’s existing and proposed Copyright and Related Rights treaties in strict observation of ARIPO Mandate

g. Participate in the provision of training courses to foster creativity and the utilization of Copyright and Creative Industries by the Member States and other relevant stakeholders

h. Assist in the strengthening of existing partnerships on capacity building, awareness raising and revenue mobilization with current partners and establish new ones

i. Participate in capacity building and knowledge sharing activities within the Organization and amongst its stakeholders to foster creativity, innovation and the utilization of Copyright and Related Rights by the Member States and other relevant stakeholders

j. Prepare relevant reports on Copyright and Related Rights programmes and the utilization of the approved budget.

k. Perform relevant delegated tasks

Qualifications required

• Bachelor’s Degree (Honours) in Law/Social Science/Communications/ Cultural Studies/Arts

• Minimum 3 Years post qualification experience in the Copyright and Related Rights field

• Proficiency with Microsoft Office suite and other relevant packages

• Project management, monitoring and evaluation capability
• Strong Communication, stakeholder engagement, relationship building and reporting skills
• Excellent time management, organisational and research skills
• Ability to work under pressure whilst remaining adaptable and flexible
• Judgment, organizing, problem solving, analysis and decision making skills
• Strong knowledge of IP

**Nationality:** To be eligible for appointment, candidates must be nationals of a Member State of the Organization.

**Duty Station:** Harare, Zimbabwe

**Conditions of Employment:**
Conditions of service shall be subject to the ARIPO Staff Rules and Procedures or be determined by the Administrative Council of the Organization.

Salary and allowances on first appointment shall be those applicable to Grade L-1 STEP 1 of the ARIPO salary scales of the professional category.

**Base Salary:** US$27,918 per annum.

**Post Adjustment Allowance:** Depending on the rise and fall, in value, of the United States dollar, a post adjustment index which is presently 47.8% of base salary is applied as a cost of living allowance.

**Dependency Allowances:** US$900 per year for a dependent child. Maximum number of children three (3).

**Other conditions include:**
- Payment of travel and removal expenses,
- Once off Installation grant
- Education grant up to a maximum of three children
- Housing allowance,
- Contributory medical insurance scheme
- Annual leave of 30 working days
- Paid home leave every two years.

**Medical Examination:** The appointment is subject to a satisfactory United Nations type medical examination.

**Other Conditions of Service:** Other terms and conditions of service shall be subject to the ARIPO Staff Rules and Procedures or be determined by the Administrative Council of the Organization.

**Applications:** Applicants should submit detailed curriculum vitae indicating pertinent personal data, two passport size photographs and accompanied by certified copies of relevant certificates and names and addresses of two persons from whom references can be obtained.

Applicants should indicate in their personal data, the following:

i. family name and first names;
ii. date and place of birth;
iii. nationality and detailed present address;
iv. full names, relationship, sex and date of birth of dependents;
v. language abilities both written and spoken;
vi. educational background (main subjects, institutions, diplomas or degrees and marks of merit);
vii. employment record (present or most recent employment, previous employment);
viii. any other relevant information.

**Applications should be sent to:**
The Director General
African Regional Intellectual Property Organization
11 Natal Road, Belgravia
P O Box 4228
HARARE
Zimbabwe

Email: vacancies@aripo.org

This vacancy announcement is also available on the ARIPO website www.aripo.org


(Please note that applications received after the deadline will not be accepted and that ARIPO does not charge a fee at any stage of the recruitment process). Only shortlisted candidates will be contacted.
BOTSWANA
Registrar's Office:
Mr. David Tseganegang
Registrar General
Ministry of Justice
P.O. Box 102

GABORONE, Botswana
Tel: 267-395386 / 3673702
Cell: 267-3953286
Fax: 267-3188130
E-mail: cmasena@cipa.co.bw

THE GAMBIA
Registrar General's Office:
Mr. Cherif Sere
Registrar General
Ministry of Justice
4 Marina Parade
BANJUL, The Gambia
Tel.: (220) 4229541/4222468 / Deputy:
4222484
Cell: (220) 9987460
Fax: (220) 6006312
E-mail: cherif.sere@hotmail.com

GHANA
Registrar General's Office:
Mrs. Jamila Amodu
Acting Registrar General
Registrar General's Department
P.O. Box 118

ACCRRA, Ghana
Tel.: 233-330264279
Fax: (233-21) 666081/662043
Cell: 233-244827364
E-mail: jamila.amadu@gmail.com

KENYA
Kenya Industrial Property Office:
Mr. Sylvain Sanie
Accessing Managing Director
Kenya Industrial Property Institute
P.O. Box 928

NAIROBI, Kenya
Tel.: (254-20) 602210/11; 254-272144610;
254-606312
Fax: (254-20) 606312
Cell: (254) 702002020
E-mail: ssinge@kipi.go.ke, info@kipi.go.ke

LESOTHO
Registrar General's Office:
Mrs. Sentsebe Mohau
Registrar General
Registrar General's Office (RGO)
2nd Floor, Africa House Government Complex
Phase II
P.O. Box 33
MASEMU 100, Maseru
Tel.: (266-22) 324121/312856
Fax: (266-22) 316602/3
Cell: 266-5888220/232626101 (home)
E-mail: mtselsengmohau@yahoo.co.uk

LIBERIA
Mr. Robert Y Mezeh
Acting Director General
Liberia Industrial Property Office (LIPCO)
Executive Mansion Ground
Capitol Hill
MONROVIA, Liberia
Tel.: (231) 2140311/6525562
Fax: (231) 244047
Cell: 231886525562
E-mail: rmezech57@yahoo.com
liberianindustrialproperty@gmail.com

MALAWI
Registrar General's Office
Mr. Chapsusa Phiri
Registrar General
Ministry of Justice
Department of the Registrar General
P.O. Box 1780

LILONGWE, Malawi
E-mail: chapsupaphiri@hotmail.co.uk

MOZAMBIQUE
Industrial Property Department
Mr. Jose Joaquim Meque
Registrar General
Industrial Property Institute of Mozambique (IPIM)
Ministry of Industry and Trade
Rua Consiglieri Pedroso No. 165
P.O. Box 1972

MAPUTO, Mozambique
Tel.: (258-21) 354900/10
Fax: (258-21) 354944
Cell: (258) 843006215; 258-21354900;
258-823014374
E-mail: jose.meque@ipim.gov.mz;
jjmeque@gmail.com

NAMIBIA
Registrar General's Office:
Mr. Tieniege Andima
Chief Executive Officer and Registrar General
Business and Intellectual Property Authority (BIPA)
7 Gold Street, Prosperita Industrial Park
P.O. Box 185

WINDHOEK, Namibia
Tel.: +264 612994400
Fax: +264 61401061
E-mail: info@bipa.na, andima@bipa.na;
deyeua@bipa.na

RWANDA
Mrs Louise Kanganyi
Registrar General
Office of the Registrar General
Rwanda Development Board (RDB)
KN 5 Rd, KG 9 Ave
P.O. Box 6239

KIGALI, Rwanda
Tel.: +250 788 679086
Fax: +250 252 580388
Email: info@rdb.rw,
louise.kanyonga@rdb.rw

SÃO TOMÉ AND PRÍNCIPE
Mr. Domingos da Silva da Trindade
Registrar General
Ministry of Tourism, Commerce and Industries
National Office of Industrial Property (SENAPI)
P.O. Box 198

SÃO TOMÉ, São Tomé and Príncipe
Tel.: +239 2226810
Mobile: +239 991 2979
E-mail: domingosdasilvadatrindade@yahoo.com

SIERRA LEONE
Registrar General's Office:
Mrs. Mabu boni Kanyoh
Registrar General
Office of the Administrator
P.O. Box 6239

FORMTOWN, Sierra Leone
Tel.: (232-22) 268815/228854
Fax: (232-22) 224439
Cell: 322-76221426
E-mail: masekev@yahoo.com,
arg@oarg.gov.sl

SOMALIA
Registrar General's Office
Mr Abdilahi Hayir Duale
Director General
Ministry of Industry
P.O. Box 928

MOGADISCU, Somalia
Tel. No. (2521) 526312/272775/216460
Fax No. (2521) 658004
E-mail: ugaas2m@hotmail.com

SUDAN
Registrar General's Office:
Mr. Adil Khalid Hassan Hilal
Registrar General of Intellectual Property
Ministry of Justice
P.O. Box 744

KHARTOUM, Sudan
Tel.: 249183737534; 249183760580
Fax: (249-83) 779841
Cell: 249-912230760
E-mail: adilhila2001@yahoo.com

SWAZILAND
Registrar General's Office:
Mr Stephen Magagula
Registrar General
Intellectual Property Office
Ministry of Commerce, Industry and Trade
Third Floor, Ministry of Justice Building
Usuthu link Road
MBBANE H100, Swaziland
Tel.: (268) 24042336 / 2372
Cell: (268) 76043812
Fax: (268) 24042506
E-mail: stephen@mrealnet.co.sz

TANZANIA
Registrar's Office:
Mr Frank Kanyusi Frank
Chief Executive Officer and Registrar of Patents and Trade Marks
Business Registrations and Licensing Agency (BRELA)
Ushirika Building
Lumumba Street
P.O. Box 9393

DAR-ES-SALAM, United Rep. of Tanzania
Tel.: (255-22) 2180139/2181344/2180113
Fax: (255) 21347266
Cell: (255-22) 2180371
E-mail: frankkanyusi@yahoo.com

UGANDA
Registrar General's Office:
Mr. Tewebaze Bemanya
Registrar General
Uganda Registration Services Bureau (URSB)
P.O. Box 5, George Street
Georgian House
P.O. Box 6848

RAMPALA, Uganda
Tel.: (256-41) 4239519/4233219;
25677349013
Fax: (256-41) 4250712
Cell: 256772711115;
E-mail: bemanya.twebaze@ursb.go.ug
E-mail for PA: Kafunjo Tel:
Kafunjo@urbs.gov.ug

ZAMBIA
Registrar's Office:
Mr Anthony Bwembya
Registrar & Chief Executive Officer
Patents and Companies Registration Agency (PACRA), Head Office
P.O. Box 8471, PACRA House,
Haile Selassie Avenue, Longacres,
P.O. Box 32020

LUSAKA, Zambia
Tel.: (256-41) 2439519/4233219;
25677349013
Fax: (256-41) 4250712
Cell: 256772711115;
E-mail: stephenm@realnet.co.sz

ZIMBABWE
Controller of Patent’s Office
Mr. Fidelis Maredza
Controller of Patent’s Office
Ministry of Justice, Legal and Parliamentary Affairs, 4th Floor, Century House East,
Cnr. N. Mandela Ave/Angwa Street
P.O. Box CY7704, CAUSEWAY
E-mail: fmaredza@justice.gov.zw
Fax: (263-24) 2 775 544/6 775602
Tel.: (263-24) 2777 372/775 602
E-mail: fmaredza@justice.gov.zw