

PRESS RELEASE

24 APRIL 2017

THE WORLD INTELLECTUAL PROPERTY DAY CELEBRATIONS SOUTH AFRICA 2017

As a member of the World Intellectual Property Organization (WIPO), South Africa under the direction of **THE COMPANIES AND INTELLECTUAL PROPERTY COMMISSION (CIPC)** will celebrate the annual **WORLD INTELLECTUAL PROPERTY DAY** on Wednesday, **26TH of APRIL 2017** in partnership with **THE INNOVATION HUB**, the **National Intellectual Property Management Office (NIPMO)** and **AFRICABIO**. The day pays tribute to human creativity, acknowledges the socio-economic importance of IP and the protection thereof, creates awareness about Intellectual Property and IP rights and encourages creativity and innovation by citizens.

The emphasis of the 2017 celebrations will be on South African innovations in **HEALTH** and **AGRICULTURE** under the theme **“INNOVATION-IMPROVING LIVES.”** The programme of the day will include a high level discussion on innovations in health and agriculture which provide significant interventions in the delivery of advanced health services and poverty alleviation.

The Commissioner of the CIPC Adv. Rory Voller explains that “the world’s leading economies view robust IP systems as essential to the success of any 21st century economy. It provides living and growing roots that stimulate innovation and bolster economic growth. And those with the strongest IP systems stand to reap the greatest economic rewards and competitiveness in global markets. In that vein, IP has been fundamental to South Africa’s economic growth, and even more so, as we build a future economy that is driven by knowledge and innovation. We have spent the past decade building a robust ecosystem in which businesses can use IP to create value from their technology, brands and content”

Speakers on the WIPD programme will include:

Mr Marumo Nkomo, Director: International Trade and Economic Development Division -The dti -*“Key Note Address”*

Mr Carel Smit, Author, Speaker & IP Strategist from Perth, Australia - *“The intangible benefits of Innovation”*

Dr Konji Sebati, CEO: The Innovative Pharmaceutical Association South Africa (IPASA)

Mr Martin Magwaza, President & Managing Director: BGM Pharmaceuticals - *“Punching above our Weight” - How South African can leverage IP and Innovation to create Global Healthcare Businesses*

Dr Nick Duneas, CEO & Co-founder: Altis Biologics - *“Transiting Proteins to Product”*

Mr At van Rooy, Director & Head of Patent Department: KISCH - *“IP in Agriculture: 10 Case Studies”*

The **CIPC**, with its partners will take the IP awareness campaign to **SOWETO's, MAPONYA MALL** on Friday, **28 April 2017** where the public can engage with the CIPC and access information on IP.

DETAILS

World Intellectual Property Day Conference

Date: Wednesday, 26 April 2017

Time: 08:00 - 15:00

Venue: The Innovation Hub, Pretoria

World Intellectual Property Awareness Drive

Date: Friday, 28 April 2017

Time: 09:00 – 13:00

Venue: Maponya Mall, Soweto

Event Website: www.cipc.co.za

Facebook: CIPC

Twitter: the CIPC

----- END -----

Issued by: The Companies and Intellectual Property Commission

PR Contact Person: Phoebe Phokompe

Contact Number: 076 746 3908

E-Mail: phoebe@airlocked.co.za

For technical enquiries: Dr Nompumelelo Obokoh (NObokoh@cipc.co.za) / Ms Lalah Lesejane (llesejane@cipc.co.za)