

WORLD INTELLECTUAL PROPERTY DAY SOUTH AFRICA 2017

INNOVATION IMPROVING LIVES

SOUTH AFRICA CELEBRATES WORLD INTELLECTUAL PROPERTY DAY!!!

The 26th of April marks the annual World Intellectual Property Day which is celebrated across the world. In South Africa, the Companies and Intellectual Property Commission in partnership with The Innovation Hub, AfricaBio and National Intellectual Property Management Office celebrated the World Intellectual Property Day on 26th and 28th April 2017. The purpose of the events was to encourage creativity and innovation as well as to create awareness and respect for Intellectual Property and its creators. The first event was a high level discussion event held at the Innovation Hub in Pretoria on 26th April. This comprised of an industry plenary session to about 200 delegates as well an exhibition showcase plus schools programme for about 60 high school students from across four schools in Pretoria.

The programme was facilitated by seasoned South African television presenter [Aaron Moloisi](#). The 2017 programme theme was '*Innovation Improving Lives*', with the focus on Agriculture and Healthcare. Speaker and presenters on the programme included heads of the partner organisations, leading specialists in areas of Agriculture and Healthcare as well as Intellectual Property and Innovation specialists. Please click [here](#) for full event programme with speaker biographies.

In his welcome address, the CIPC High Commissioner Mr. Rory Voller remarked: "

" 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 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."

The action packed discussion session featured over 15 speakers and here are some interesting quotable quotes from a few of them:

Dr.Konji Sebati: CEO – IPASA

" For us innovation is really about patients - people's lives and saving of people's lives and because our work is about discovering new medicines, doing research on them, ensuring that they are safe; they are efficacious; they have less/few side effects but they improve the patient's life "

Mr. Carel Smit: Author, Public Speaker and IP Strategist

" I think creating awareness, is the most important thing and that is what I am try to do with my public speaking and the things that I write. I try communicate the value of Intellectual Property."

The fact that it exists, the fact that it is something that startups and innovators can use to their advantage, to level the playing field."

Mr. Marumo Nkomo: Director - International Trade and Economic Development division - the DTI

" It is important to note that as African countries as we are pursuing our programmes of industrialisation and re-industrialisation, we will need to upskill our labour market and also bridge the digital divide in order to harness the positive potential of the fourth industrial revolution."

To find out more on the individual speaker presentations made on the 26th, you may click [here](#).



Mr. Motlatsi Musi - Emerging Farmer in Gauteng & member of the Global Farmer Network



Mr. Carel Smit - Author, Public Speaker and IP Strategist



Some members of the WIPD 2017 Task Team - (from left to right) Dr. William Modisakeng (The Innovation Hub); Mr. Mojalefa Khoza (CIPC); Dr. Nompumelelo Obokoh (CIPC); Mr. Thabang Jase (NIPMO)



WIPD 2017 delegates - (from left to right) Mr. Rory Voller (CIPC Commissioner); Ms. Nomonde Maimela (Executive Manager for Innovation and Creativity - CIPC); Dr. Konji Sebati (CEO-IPASA); Mr. Marumo Nkomo (Director of International Trade and Economic Development - the DTI)



Mr. Martin Magwaza - President & Managing Director: BGM Pharmaceuticals



Mr. At van Rooy - Director, Head of Patent Department: KISCH-IP



WIPD 2017 Conference Delegates



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Dr. Konji Sebati: CEO – IPASA



Dr. Nick Duneas - CEO & Co-founder: Altis Bilogics

STUDENT ACTIVITIES DURING WIPD 2017!!!

60 students from Nellmaphius Secondary School, Phelindaba High School, Father Smangalis High School and Pretoria Technical High School; were all invited to participate in this year's WIPD event at the Innovation Hub. The students were presented with information on innovation around the areas of health and Agriculture. The presentations were lively and interactive and included quizzes as well as an exhibition walkabout.

We are proud of the young minds that came through this year and are hoping student participation will be bigger and better in 2018!



WIPD TAKES MAPONYA MALL BY STORM!!!!

The 2nd leg of the WIPD event took place on the 28th April 2017 in the form of an outreach programme at Maponya Mall in Soweto. The mall activation programme was highlighted by the presence and participation of [Generations The Legacy](#) actors [Vuyo Dabula](#) and [Chi Mhende](#). Vuyo and Chi were met with much warmth by the Soweto public and interacted with them through quizzes, prize-giving as well as photo opportunities. Stakeholder representatives from the CIPC, TIH, AFRICABIO and NIPMO whose stalls were all set up in the mall, also disseminated much needed information to the general public around issues of Intellectual Property on that day.



WIPD 2017 Event activities at Maponya Mall on 28 April 2017, featuring *Generations the Legacy* celebrity guests Vuyo Dabula and Chi Mhende