

## **Appeal of African Innovations, Spoken by Startups: Achieving and Living the African Dream with IP**

Based on the notion that new technologies, ideas, and branding are all powerful business tools and valuable intellectual-property rights as well, local startups will offer suggestions on how to make use of those tools and IPRs in business and discuss the draw and appeal of innovations born in Africa.

Date: August 28, 2019

Time: 1:00 PM – 2:30 PM

Venue: F204 Annex Hall, PACIFICO YOKOHAMA

### **Program**

- Discussion 1 Initiatives for Africa taken by Public Organizations
- Discussion 2 Situation of Business by Start-ups in Africa
- Discussion 3 IP Strategies
- Discussion 4 Branding
- Discussion 5 Future prospects

### **Moderator**



#### **Mr. Kunihiko Shimano (JPO Deputy Commissioner)**

1985: Joined the Japan Patent Office

1995: Office of Economic Affairs, the Ministry of Foreign Affairs

2005: Cabinet Secretariat, Intellectual Property Policy Headquarters

2012: Director, Administrative Affairs Division

2017: Deputy Commissioner

He is deeply acquainted with the chief of the Intellectual Property Office of the African National Intellectual Property Office, and attends the ministerial council of the Intellectual Property Office of the African Area, and has a deep knowledge of the intellectual property in Africa at the Patent Office.

Speakers (Alphabetical order)



**Mr. Getachew Mengistie (Attorney)**

1994: Head, Patent, Technology Transfer & Development Department

2004: Director General, Ethiopian Intellectual Property Office

2008: IP Consultant and Attorney, Getachew & Associates Law Office, Addis Ababa, Ethiopia

2016: Intellectual Property Consultant, Springfield, Virginia, USA

He has deep knowledge of intellectual property and years of experience in the field; contributed to the development of the intellectual property system in African countries; and successfully implemented projects that demonstrated the significance of intellectual property and branding tools.



**Mr. Jehiel Oliver (CEO, Hello Tractor)**

Jehiel Oliver is the founder and CEO of Hello Tractor, an agricultural technology company that connects tractor owners with smallholder farmers in need of tractor services. At Hello Tractor, Jehiel is responsible for overall management and strategy. He has been honored with numerous awards for his work in social entrepreneurship including being recognized by Foreign Policy Magazine as a Top 100 Global Thinker for 2016. He was appointed under the Obama Administration to serve two years as a member of the President's Advisory Council on Doing Business in Africa, where he most recently chaired the technology subcommittee. Prior to Hello Tractor, Jehiel worked in consulting and investment banking. He lives with his wife and daughter in Nairobi, Kenya.



**Mr. Hiroshi Kawamata (Director, IP & Innovation Division, JETRO)**

1994: Joined the Japan Patent Office

1999: Minister's Secretariat, MITI

2009: JETRO Düsseldorf

2017: Director, Business Machinery Division, Optics, Patent and Design Examination Department

2018 to Present: Director, IP & Innovation Division, JETRO

Mr. Kawamata was mainly engaged in work related to overseas expansion of startups, promotion of open innovation, and support on protection/utilization of IP in foreign countries by SMEs and middle-ranking companies.



**Mr. Masaki Ono (Chairman, MARS Company)**

Mr. Ono was engaged in R&D of freezing and refrigeration technology at a leading kitchen equipment manufacturer. He also worked at other companies including a medical device manufacturer. In October 2016, he assumed the post of Chairman of the MARS Company. The MARS Company carries out R&D of highly original products and its technology is highly evaluated in both Japan and abroad. The Company is also conducting joint research with the University of Tokyo in the food field and medical field.

The Company's technology was adopted as a JICA Support Project in 2017 and verification survey is being carried out in Morocco.



**Ms. Rie Ozawa (CEO, RuiseB)**

The encounter with Rwanda's products at an African Fair in 2008 led Ms. Ozawa to establish RuiseB, a company that imports and sells traditional crafts of Africa in 2009. Although she did not have any connection with Africa at first and started business from scratch, she was fascinated by the handiwork of Africa. She is currently engaged in making things in Rwanda and Kenya together with the local women.



**Mr. Rory Wayne Voller (CIPC Commissioner)**

- Adv. Rory Voller is the Cabinet appointed Commissioner of the Companies and Intellectual Property Commission (CIPC) of South Africa.
- He is an admitted Advocate of the High Court of South Africa and previously practiced as an attorney.
- He is also appointed to the King Committee on Corporate Governance as well as heading the South African BRICS delegation on the Heads of IP offices.
- The CIPC is the Registrar and regulator of Company and Intellectual property legislation in South Africa.
- Adv. Voller has recently been appointed to the Expert Group on the IP office of the Future project under the auspices of the International Trade Marks Association.
- He has presented and represented the CIPC at numerous National and International conferences including Singapore, Brazil, Romania, Malaysia, Dubai, Japan, etc.



**Mr. Marc Séry-Koré (Director, Regional Bureau for Africa Development Sector, WIPO)**

- 2012-present: Director of the Regional Bureau for Africa Development Sector, WIPO
- 2011-2012: Deputy Chief of Cabinet, WIPO
- 2010-2011: Interim Chief of Cabinet of the Director General, WIPO
- 2007-2009: Advisor to the Deputy Director General, of the Cooperation for Development Sector, WIPO
- 1999-2007: Deputy Director of the Regional Bureau for Africa, WIPO

Mr. Marc Séry-Koré has spent all his career in coordinating and implementing WIPO's technical assistance in Africa. He possesses extensive knowledge of the IP system and its evolution in African countries, as well as supported the work of the two African regional IP organizations, the African Regional Intellectual Property Organization (ARIPO) and the African Intellectual Property Organization (OAPI).