

Managing
Intellectual
Property™

FREE
FOR LAWYERS
TO ATTEND

AFRICA

ROADSHOW 2016

APRIL 6 2016, NEW YORK
TIMES SQUARE CONVENT

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INTRODUCTION

Managing IP, in partnership with Adams & Adams, is launching the inaugural MIP Africa Roadshow 2016 in New York City on April 6.

Many economists have referred to Africa as the 'last frontier', and as African territories continue to evolve and become meaningful players in international markets, so must their laws and systems keep up with an ever-changing world. Adopting strategies for protecting and enforcing IP rights in Africa remains unique. Vastly different approaches need to be taken in a number of these territories in order to effectively protect IP rights and gain traction from the significant economic improvements that have occurred in many Africa economies.

Focusing on these issues, as well as zeroing in on important decisions and rule-changes to watch, the MIP Africa Roadshow 2016 will equip delegates with the knowledge required to improve their workloads. It will shed light on strategies for protecting your IP in Africa, delve into pertinent statistics and give analysis on specific jurisdictions.

Make this your must-attend event of 2016.

WHAT YOU WILL LEARN

- Listen to strategies on how to protect your IP in Africa
- Learn how African economies will sustain growth
- Analyse the relationship between IP and transfer pricing on the continent
- Understand the role of local innovation as a tool for economic growth
- Discuss strategies for adapting your systems to ensure effective competition compliance
- Debate how to combat counterfeiting across the continent

SPEAKING ENQUIRIES

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TO REGISTER

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BENEFITS OF ATTENDING

Delegates are invited to attend a full day of discussion to hear from, and network with, over 100 leading IP experts in multiple fields. All delegates will be party to important debates on the state of play for intellectual property in Africa, and will also get updates on changes for the future. There will be the opportunity to contribute as well as learn. Attending this forum will allow delegates to understand working in Africa and plan for incoming developments to get a head start over competitors. Regardless of your industry, this forum will cater to your needs and help solve your concerns.

WHO YOU WILL MEET

- IP in-house counsel
- General counsel
- Directors of litigation
- District Court judges
- PTAB judges
- Heads of IP
- Heads of legal
- Patent counsel
- Vice presidents
- Private practice lawyers

PROGRAMME

8.00	Registration	
9.00	Opening remarks & welcome: James Nurton, managing editor, Managing Intellectual Property; Simon Brown, partner and chair of trade marks department, Adams & Adams	
9.15	Africa economic overview <ul style="list-style-type: none"> Economic developments in Africa: performance of key jurisdictions Analysis of the future of the African economy – the essential components to sustained growth 	Nicky Weimar, senior economist, Nedbank South Africa
10.30	Coffee and networking	
11.00	Global IP portfolios & enforcement: Pitfalls & strategies in protecting your IP rights in Africa <ul style="list-style-type: none"> The last frontier: How African laws and systems are evolving in an ever-changing world Adopting strategies for protecting and enforcing IP rights in Africa – unique challenges Navigating vastly different approaches across territories in order to effectively protect IP rights Gaining traction from the significant economic improvements that have occurred in many African economies 	Simon Brown, partner and chair of trade marks department, Adams & Adams Kevin Curran, global IP counsel, Ascensia Diabetes Care Charles Macedo, partner, Amster Rothstein & Ebenstein Jenny Pienaar, partner, trade mark litigation, Adams & Adams
12.00	Transfer pricing & IP in Africa <ul style="list-style-type: none"> The influence of international trends being followed by revenue collectors in Africa Clamping down on the use of transfer pricing to shift or reduce taxpayer taxable income Why IP is such a critical aspect to consider in any transfer pricing strategy Highlighting the core principles underpinning the approach of revenue collectors in Africa and South Africa and what steps are required to ensure compliance 	Jac Marais, partner, commercial law department, Adams & Adams Ashlin Perumall, senior associate, commercial law department, Adams & Adams
12:45	Lunch	
13.30	Innovation in Africa <ul style="list-style-type: none"> The role of local innovation as a tool for economic growth Reviewing innovative activity on the continent Initiatives to encourage local innovation and use of IP systems in Africa 	Nicky Garnett, partner and head of Africa patents section, Adams & Adams Fernando dos Santos, director general, African Regional Intellectual Property Organization (Ariipo) Lucinda Longcroft, head of New York office, World Intellectual Property Organization (Wipo) Andrew Hirsch, director general, International Intellectual Property Institute Bonnie Nannenga-Combs, director, biotech practice, Sterne Kessler Goldstein & Fox
14.30	Competition law in Africa <ul style="list-style-type: none"> Charting the adoption of competition laws by African states How to adapt your systems to ensure effective compliance Analysing significant developments and regional authorities (including COMESA) How these changes are impacting trade in Africa Merger filing strategies to adopt and pitfalls to avoid 	Jac Marais, partner, commercial law department, Adams & Adams
15.15	Coffee and networking	
15.40	South Africa's IP policy & substantive examination in Africa <ul style="list-style-type: none"> Review of IP policy developments across the continent Major IP policy changes and anticipated impact in South Africa Status of substantive examination in Africa Substantive examination preparations and developments in South Africa 	Danie Dohmen, partner, patent litigation section, Adams & Adams Richard Parr, counsel, Merck Fernando dos Santos, director general, Ariipo Lucinda Longcroft, head of New York office, Wipo Witney Schneidman, senior international advisor for Africa, Covington & Burling
16.40	Effective anti-counterfeiting strategies in Africa <ul style="list-style-type: none"> The status of counterfeiting in Africa Analysis of the primary enforcement strategies being used Tracking developments in South Africa How to develop strategies to combat counterfeiting across the continent 	Godfrey Budeli, partner, trade mark litigation, Adams & Adams Michelle Fleming, general counsel, Digium James Nurton, managing editor, Managing Intellectual Property Graham, CEO, Ideation Andrew Hirsch, director general, International Intellectual Property Institute
17.30	Closing remarks	
17.40	Cocktail reception	