



Companies and Intellectual

Property Commission

a member of the dti group



The International Conference *Respect for IP – Growing from the Tip of Africa*

Hosted in Sandton, South Africa, from October 23 to 25, 2018

During October 2018, 417 hand- picked experts from 65 countries were visiting the African Continent, and dedicated two days to map out a joint course towards increased respect for intellectual property (IP).

The Respect for IP – Growing from the Tip of Africa Conference, which opened on 23 October with a gala dinner, was followed on 24 and 25 October with intensive discussions, that fostered policy dialogue and served as an incubator of ideas.

Delegates included policymakers, judges, and senior enforcement officials, as well as representatives from international governmental and non-governmental organizations. Businesses played an important role to ensure that the private public partnership required to successfully protect IP rights is achieved.

The conference was the result of a shared vision between the South Africa's Companies and Intellectual Property Commission (CIPC) and the World Intellectual Property Organization (WIPO). Common objectives naturally lead to co-opting the International Criminal Police Organization (INTERPOL), the World Customs Organization (WCO) and the World Trade Organization (WTO).

In his opening remarks, Adv. Rory Voller, Commissioner, CIPC said: "In South Africa, we regard the IP system as an important policy instrument for promoting innovation, technology transfer, research and development, industrial development and economic growth.

However, like many other developing nations, we remain mindful that public understanding of the benefits of IP remains a challenge, particularly as we strive to translate our country's national economic development aspirations into concrete social and economic reality. Indeed, as we pursue our ambitions to achieve sustainable economic development, we cannot afford to ignore the need to raise public IP awareness in terms of respect for IP rights."



The collective challenges were highlighted through eight interactive panel discussions that consisted of world renowned experts that provided insight into:

- What can be done to overcome an incomplete public understanding of intellectual property?
- How can cooperation – both at the national and international level – ensure that the benefits of IP as a tool for development are fully realized, while countering IP infringements in an effective and balanced way?



A wide range of topics on the subject of intellectual property, that are of concern to small and big business, creators and innovators, economists, policy-makers and legal practitioners, were covered and included;

- the its value as an economic driver,
- its public interest aspect,
- IP crime and the challenges facing law enforcement agencies,
- global collaborations to monitor and contain IP crime, and
- Awareness-raising activities.

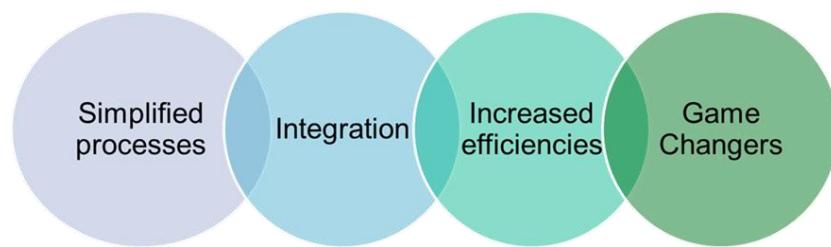
It further touched on the monetisation of IP, counterfeit products, fake pharmaceuticals, geographical indications as a source of IP, the music industry, and cross-border disputes.

In bringing together a wide range of stakeholders, the Conference created opportunities for collaborations that has never before been explored and had a direct result to strengthen existing partnerships to ensure a balanced approach to IP enforcement on a global scale.

The overarching theme— from the economic value of IP and its public interest rationale to specific challenges facing different actors involved in IP enforcement and options for their effective handling was expertly woven through the two days and stimulated informative debate that allowed an array of opportunities to interact and learn.

The Conference fully achieved the ideal to fostered policy dialogue and served as an incubator of ideas to support an effective and balanced intellectual property (IP) enforcement system.

The outcomes resulted in a better understanding of how benefit derived from individual contributions, when they are executed in unison, beseech collaboration, cooperation, alignment, and shared goals, the result game changers.



Drawing key insights from the panel discussions directed the thinking to assist in identifying priorities for the allocation of scarce law enforcement resources. It became clear that co-operation on a global scale amplifies the role of IP in widespread development.

As we remember the ground-breaking work done at the Respect for IP Growing from the Tip of Africa, International Conference, let us also remember the wise words of

Ms. Joan Fubbs, the Chairperson of Parliament's Portfolio Committee on Trade and Industry when she opened the conference and said: "Esteemed delegates,

While I have been sharing these thoughts and hopes with you I have felt your inspiration energy which encourages me to say in the theme of Thuma Mina,

I want to be there when Africa as the cradle of humanity is recognized as the genesis of respect for Intellectual Property,

I want to be there when our minds are decolonized, Intellectual Property is born in the minds of free men and women,

I want to be there when as Nelson Mandela said not simply to "cast off our chains" but to live in a way that respects and enhances the freedom of others".

This is the essential quality of IP that is the recognition that what an individual or a group of individuals create demands the respect of free men and women."

CIPC

SOUTH AFRICA