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| department of science and innovation | national intellectual property management office (NIPMO) |
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| **HYBRID** |
| WIPO/TISC/JNB/24/ INF/PROV 1 |
| ORIGINAL: English  |
| DATE: January 17, 2024  |

**WIPO Hybrid Workshop on Intellectual Property Commercialization in South Africa**

organized by

the World Intellectual Property Organization (WIPO)

in cooperation with

the Department of Science and Innovation

and with the assistance of

the National Intellectual Property Management Office (NIPMO)

**Hybrid, March 6 to 8, 2024**

PROVISIONAL PROGRAM

*prepared by the International Bureau of WIPO*

Wednesday, March 6, 2024

(Local time in Johannesburg, South Africa)[[1]](#footnote-2)

8.30 – 8.45 Registration

8.45 – 9.00 Opening Ceremony

Opening Remarks by:

 Ms. Jetane Charsley, Head, National Intellectual Property Management

 Office (NIPMO), Pretoria

 Mr. Andrew Czajkowski, Director, Technology and Innovation Support Division, IP for Innovators Department, IP and Ecosystems Sector, World Intellectual Property Organization (WIPO), Geneva (virtual)

9.00 – 9.30 **Theme 1 Update on the Global TISC network**

 Speaker: Ms. Naana Halm, Program Officer, TISC Development Section, IP for Innovators Department, IP and Ecosystems Sector, WIPO (onsite)

9.30 – 10.00 **Theme 2** **How to turn IP into a commercially valuable asset**

Speaker:Dr. Charlene Musiza, Academic Researcher and Consultant, Zimbabwe (virtual)

10.00 – 10.30Coffee break

10.30 – 11.30  **Theme 3 Creating value out of IP - General principles**

 Speaker: Mr. Omer Hiziroglu, Consultant, Azur Strategy,

 France (onsite)

11.30 – 12.30 **Theme 4 Value generation: Protection strategies in view**

 **of monetization**

 Speaker: Mr. Omer Hiziroglu

12.30 – 14.00 Lunch break

14.00 – 15.00 **Theme 5 Commercialization pathways**

 Speaker: Mr. Omer Hiziroglu

15.00 – 16.00 **Theme 6 Group study fact pattern exercises**

 Speaker: Mr. Omer Hiziroglu

[End of day 1]

Thursday, March 7, 2024

9.00 – 10.00 **Theme 7 Valuation of IP**

 Speaker: Dr. André Gorius, International IP Valuation

Expert, President of GOVALIA, CEO JMB SAS, Partner at WINNOTEK, France (virtual)

10.00 – 10.30Coffee break

10.30 – 11.30 **Theme 8 Licensing your IP rights – Key Issues**

 Speaker: Dr. André Gorius

11.30 – 12.30 **Theme 9 Essentials of the Negotiation Deal**

 Speaker: Dr. Simon Thanyani, Contracts and Innovation Support Manager, University of Pretoria, South Africa

12.30 – 14.00 Lunch break

14.00 – 15.00  **Theme 10 Practical exercises**

 Moderator: Ms. Ntanganedzeni Muanalo Director: Regulatory and Compliance, National Intellectual Property Management Office (NIPMO)

[End of day 2]

Friday, March 8, 2024

9.00 – 10.00 **Theme 11 Demystifying IP audit and Due Diligence**

Speaker: Ms. Margherita Marini, IP Commercialisation Specialist, IP Commercialisation Section, IP for Innovators Department, IP and Ecosystems Sector (virtual)

10.00 – 10.30 Coffee break

10.30 – 11.30 **Theme 12** **IP Marketing tools & strategies**

 Speaker: Mr. Omer Hiziroglu

11.30 – 12.30 **Theme 13** **Intangible Assets Finance**

 Speaker: Mr. Michael Kos, IP Finance and Valuation Specialist, IP Commercialisation Section, IP for Innovators Department, IP and Ecosystems Sector (virtual)

12.30 – 14.00 Lunch break

14.00 – 15.00 **Theme 14 Review of concepts through group study**

 Speaker: Mr. Omer Hiziroglu

15.00 – 15.30 Close

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1. Johannesburg is one hour ahead of Geneva [↑](#footnote-ref-2)