



**1 ST
INTERNATIONAL SYMPOSIUM
ON INTELLECTUAL
PROPERTY PROTECTION AND
ENFORCEMENT (ISIPPE-1)**

**13TH-15TH JUNE 2023
BOMAS OF KENYA, NAIROBI**



**anti
counterfeit
authority**

Upholding Authenticity

THE SYMPOSIUM

According to Moises Naim (2005), illicit trade is defined as a trade that infringes the rules, that is the laws, regulations, licenses, taxation system, embargoes and all the procedures that countries use to organize trade, protect their citizens, raise the standard of living and enforce codes of ethics. In other words, it is the production or distribution of a good or service that is considered illegal by a legislature. Illicit trade is of different forms which include counterfeit goods, pirated goods, sub-standard goods, uncustomed goods, undervalued goods, concealed goods, contraband goods, etc.

Illicit trade is a global phenomenon that continues to thrive despite numerous legislative and regulatory frameworks. Since the 1990s, illicit trade has increased seven times faster than legal trade. The IMF and World Bank estimate that the parallel economy represents 15-20% of global GDP. The form of illicit trade that has recently attracted the attention of policymakers is trade which involves intellectual property right infringement.

The INTA-BASCAP (2017) estimate that the global economic value of counterfeit and pirated products was between USD 923 billion and USD 1.13 trillion in 2013 and this was estimated to reach USD 1.90 to USD 2.81 trillion by 2022.

The impact of IP infringement and illicit trade is enormous. It facilitates

global crime which results in undesirable consequences in terms of the health and safety impact on consumers and also in terms of discouraging investment and productivity.

The increase in intellectual property right infringements and illicit trade in general is viewed to be as a result of weak legislative and institutional frameworks. The World Trade Organization developed the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) which is an international legal agreement between all the member nations of the World Trade Organization. It is a minimum standards agreement, which allows Members to provide more extensive protection of intellectual property if they so wish. Based on the TRIPS agreement, various countries have domesticated this law into their domestic laws and established IP registration and enforcement institutions.

Considering that the vice affects various sectors and are interrelated, various countries have developed a multi-agency approach in dealing with the vice. Therefore, sharing best practices will enrich global efforts in combatting the vice.

The ACA, a state corporation in the Kenya's Ministry of Investments, Trade and Industry (MITI) that is mandated to combat counterfeiting in Kenya, wishes to co-host its first three-day international symposium on IP protection and enforcement

in Kenya in the month of June 2023 as a climax in commemorating the World Anti-Counterfeit Day.

The symposium aims to bring together policymakers, judicial officers, enforcers, leading academic scientists, research scholars and practitioners to exchange and share their experiences and research results on all aspects of Intellectual Property Rights. It also provides a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions adopted in the fields of Intellectual Property Rights

The symposium is expected to identify and document the best practices in managing and enforcing intellectual property rights, define the role of stakeholders in combatting counterfeiting, and outline policy and legal obligations of enforcement agencies in combatting counterfeiting and illicit trade in general. The conference aims to provide a platform to discuss national, regional and international knowledge and experience on IP and development issues.

The three-day international conference, which will be the first in Kenya, is expected to attract about 150 participants from different countries in Africa with panelists, speakers and discussants drawn from within and outside Africa.

The layout of the symposium will be in the form of sessions each with a moderator and a panel of speakers and discussants. This will be followed by Q&A from the participants. There will be opening and closing sessions by senior government officials from Kenya.

Objectives of the SYMPOSIUM

The main objectives of the symposium are:

1. To share experiences on best practices in combatting IPR infringement and illicit trade
2. To share knowledge about the use of IP in economic and social development
3. To share IPR dispute resolution mechanism
4. To educate the public on the utilization and exploitation of IP in the global market
5. To strengthen partnerships and linkages on IP protection and enforcement
6. To leverage on IP assets and valuation



The symposium will employ the following methodologies:-

01

Research paper presentations - Prospective authors to contribute to and help shape the symposium through submissions of their research abstracts, and papers.

02

Expert presentation on topical issues

03

Sharing of testimonials

04

Panel discussions

05

Breakout sessions

Symposium APPROACH



THEMATIC AREAS

main theme: “Addressing IPR infringement and related forms of illicit trade enforcement to spur digital-driven economy.”



SUB THEMES

1. Best practices in combatting IPR infringement and illicit trade

Discussions will focus on best practices in:-

- Carrying out enforcement, public awareness and capacity building activities. It will also address consumer behavioral change and factors contributing to consumer affinity on counterfeit products
- Legislative and policy reforms in combatting illicit trade
- It will also discuss technological advancement in combatting illicit trade by the manufacturers, government and consumer-protection organizations

2. Use of IP in economic and social development

- Discussions will focus on the contribution of IP in economic and social development
- It will also discuss how IP addresses cross cutting issues (climate change, food security, health, etc)

3. IPR dispute resolution mechanism

- Discussions will focus on case studies on IPR dispute resolution mechanism (IP registration and enforcement)

4. Utilization and exploitation of IP in the global market

- Discussions will focus on the utilization, exploitation and commercialization of IP in the global market

5. Partnerships and linkages on IP protection and enforcement

- Discussions will focus on strategies to strengthen stakeholder partnerships and linkages on IP protection and enforcement
- It will also discuss research and development and the tripartite linkages among government, university and industry in addressing developmental challenges

6. IP assets and valuation

- Discussions will focus on the IP valuation and use of IP as economic assets

Symposium

ORGANIZATION

The symposium will be organized by the ACA in conjunction with the following institutions:-

- Attorney General Alliance-Africa (AGA-Africa)
- Anti-Counterfeit Network Africa (ACN-Africa)
- Kenya Institute for Public Policy Research and Analysis (KIPPRA)
- Other interested institutions (public and/or private)

Participants

- It is expected that the symposium will attract the following participants:-
- Policymakers – ational and county government officials
- Enforcement officers
- Judicial staff
- Private sector players – manufacturers, traders, business associations
- Research scholars
- Professionals
- Academicians
- Students

VENUE AND DATE

Date - 13-15 June 2023

Venue: Bomas of Kenya, Nairobi

Participation - Hybrid i.e. physical/virtual

PARTICIPATION FEE AND SYMPOSIUM REGISTRATION

The symposium fees will be Kshs. 20,000 or USD 150. This will cater for symposium material and meals for the three days. The symposium registration will be done through the www.aca.go.ke website using the registration form link.

RECOMMENDED HOTELS FOR ACCOMMODATION AT NEGOTIATED RATES

- | | |
|-----------------------------|-----------------------|
| 1) Panari Hotel | 7) The Radix Hotel |
| 2) Ole Sereni – Emara Hotel | 8) Radisson Blu Hotel |
| 3) Tamarind Hotel | 9) Crowne Plaza Hotel |
| 4) Pori City Hotel | |
| 5) Weston Hotel | |
| 6) Hemingways Hotel | |



SPONSORSHIP PACKAGES FOR THE 1ST INTERNATIONAL SYMPOSIUM ON IP PROTECTION AND ENFORCEMENT 13TH - 15TH JUNE 2023 OTHER SPONSORSHIP PACKAGES

SPONSORSHIP BENEFITS	PLATINUM PLUS	PLATINUM	GOLD	SILVER	BRONZE PREMIUM	OTHER BRONZE CATEGORIES	EXHIBITION ONLY
Kshs.	5,000,000	3,000,000	2,000,000	1,500,000	1,000,000	300,000. - 750,000	100,000-200,000
USD	35,000	20,000	14,500	10,500	7,000	2,000 – 5,000	700 – 1,400
1. Recognition as a sponsor (Media mentions and acknowledgements, as well as during opening and closing address)	✓	✓	✓	✓	☐	☐	☐
2. Invitation during launch	✓	✓	✓	✓	☐	☐	☐
3. Verbal recognition at launch	✓	✓	✓	✓	☐	☐	☐
4. Speaking opportunity at launch	✓ 10 mins	✓ 5mins	✓	✓	☐	☐	☐
5. Logo placement on publicity materials	✓	✓	✓	✓	☐	☐	☐



OTHER SPONSORSHIP PACKAGES

6. Advert/Logo in program booklet (Space depending on sponsorship)	✓	✓	✓	✓	✓	Varies	□
7. Symposium branding (guided placement) with roll-up banners (Nos of banners)	✓ Open to ≤8	4	3	2	1	Varies	□
8. Presentation slots during the symposium (Role & duration varies)	✓ 20 -30 Mins	✓ 12Mins	✓ 10 Mins	✓ 5 Mins	□	□	□
9. Exhibition	✓	✓	✓	✓	✓	✓	✓
10. Booth Visit by Chief Guest	✓	✓	✓	□	□	□	□
11. Color advert on the symposium Journal/ Report	✓ Full page	✓ 1/2 page	✓ 1/4 page	✓ 1/8 page	□	□	□
12. Certificate of Appreciation	✓	✓	✓	✓	✓	✓	✓
13. Nos of Delegates - Symposium	10	8	6	5	5	3	□
14. Nos of Delegates – Networking Dinner (TBC)	10	6	4	3	2	□	□
15. Cultural Experience	✓	✓	✓	✓	✓	□	□

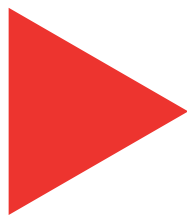


SPONSORSHIP PACKAGES

ACTIVITY	SPONSORSHIP	BENEFITS
1. Sponsorship for networking dinner	Minimum Kshs. 1,000,000.00	Speech at dinner & other benefits as above for 1M
2. Newspaper supplement	To be advised based on space preference	Placement of advert in ACA selected paper(s)
3. Give-aways	Kshs. 500,000	Branding during the event (1 Roll-up banner)

SPONSORSHIP PACKAGES	NO. OF SPONSORS
1. Platinum Plus	1
2. Platinum	2
3. Gold	4
4. Silver	5
5. Bronze Premium	8
6. Bronze	Open
7. Exhibition	50+
Proposed no. of sponsors	75

**PAYMENT
OPTIONS**



BANK	M-PESA PAYBILL
ANTI-COUNTERFEIT AGENCY KENYA COMMERCIAL BANK KIPANDE HOUSE BRANCH ACCOUNT NO: 1128466090 BANK CODE: 01 BRANCH CODE: 101 SWIFT CODE: KCBLKENX or ANTI-COUNTERFEIT AGENCY	MPESA PAYBILL NUMBER: 682067 ACCOUNT NO: (ICIPPE-1)

Any enquiries may be directed to info@aca.go.ke/iccipe@aca.go.ke

