



JOIN OUR FREE WEBINAR/SEMINAR

TITLE: “EMPOWERING YOUTHS IN AFRICA’S CREATIVE INDUSTRY: THE ROLE OF COLLECTIVE MANAGEMENT ORGANISATIONS”

DEPARTMENT OF MERCANTILE AND PRIVATE LAW, SCHOOL OF LAW, FACULTY OF MANAGEMENT, COMMERCE AND LAW SARCHI CHAIR ON INTELLECTUAL PROPERTY, INNOVATION AND DEVELOPMENT, UNIVERSITY OF CAPE TOWN

Date: Monday 25 April 2022,

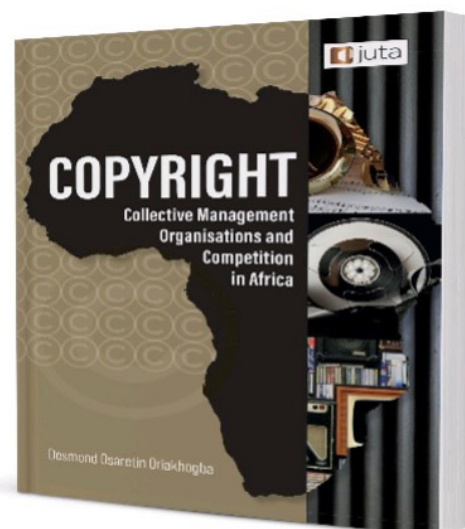
Venue: Virtual (Microsoft Teams)

Time: 14:00-16:00

About the Webinar

The theme of this year’s World Intellectual Property Day (WIPD) is IP AND YOUTH: INNOVATION FOR A BETTER FUTURE. The WIPD offers an opportunity to, among other things, reflect on how the copyright system can empower Africa’s creative youths for a better future. Africa is the youngest continent of the world as it accounts for about 40% of the global youth population and the creative sector remains one key area that Africa’s youthfulness is demonstrated. Copyright, granted and protected by copyright law, offers a major tool for empowering youths in Africa’s creative industry. Within the copyright legal mechanism in Africa, collective management of copyright, based on its capacity to facilitate access to income for copyright owners and access to creative products for the public, is identified as a major legal infrastructure for the empowerment for Africa’s youthful and vibrant creators, especially in the areas of music, film, printing, and publishing. However, there have been reports about lack of account-

ability and transparency, an unethical conduct on the part of collective management organisations (CMOs), especially in the distribution of royalties to creators in Africa. This gives rise to some very nagging and recurring questions relating to the effective performance, by CMOs of their role in the empowerment of African creative youths, especially in this digital era. The Webinar is a platform for the nagging and recurring issues to be addressed by seasoned experts around the central theme of the WIPD. The experts will be drawing from a very important work on the subject: namely the recently published book titled “Copyright, Collective Management Organisations and Competition in Africa: Regulatory Perspectives from Nigeria, South Africa, and Kenya” (Juta, 2021) written by Dr Desmond Oriakhogba of Univen’s Department of Mercantile and Private Law with funding support from UCT’s Chair on IP, Innovation and Development.



WEBINAR PROGRAMME

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1. Facilitators/Moderators: Housekeeping and introduction of speakers: 14:00 – 14:05

Dr Desmond Oriakhogba (Univen),
Dr Omowamiwa Kolawole (UCT)

2. Opening and welcome remarks:
14:05 – 14:10

Prof Barwa Kanyane
Executive Dean Faculty of Management,
Commerce and Law, Univen

3. Brief remarks: 14:10 – 14:15

Prof Caroline Ncube
SARCHI Chair on Intellectual Property, Innovation, and Development, UCT

4. Delivery of concept note: 14:15 – 14:25

Prof. Lonias Ndlovu
Ag. Director, School of Law, Univen

5. Speakers

5.1 Keynote Speaker: 14:25 – 14:40

Dr Edward Kwakwa is Assistant Director General, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO) in Geneva

Topic: IP and Youth: Unlocking Africa's demographic dividend

Dr Marisella Ouma, leading IP Law expert in Africa

Dr Chijioke Okorie, Lecturer in the Department of Private Law, and a Senior Researcher in the Centre for IP Law, University of Pretoria

Dr Joel Baloyi, admitted Advocate of the High Court of South Africa, Deputy Registrar: Governance, UNISA. Prior to joining UNISA

7. Closing Remarks/Vote of thanks: 15:55 – 16:00

Prof Anthony Nwafor, Head, Department of Mercantile and Private Law, Univen

2022 World Intellectual Property Day

Speaker Profiles



Dr Edward Kwakwa

Edward Kwakwa is Assistant Director General, Global Challenges and Partnerships Sector, World Intellectual Property Organization (WIPO) in Geneva. He served as General Counsel at WIPO from 2004 until September 2016. Edward holds LLB degree from the University of Ghana, LLM from Queen's University in Canada, another LLM, and JSD from Yale Law School in the USA. His publications include four books and numerous articles on international law. He is currently serving as Vice-President of the African Foundation for International Law, Member of the Governing Council of Africa Legal Aid and Member of the Editorial Advisory Boards of the African Journal of International and Comparative Law and the International Organizations Law Review. He is Adjunct Professor of Law at the Graduate Institute of International and Development Studies in Geneva and has been an Adjunct/Visiting Professor of Law at the Fletcher School of Law and Diplomacy, the University of Denver College of Law, and the University of Pretoria, South Africa, where he has been appointed as an Extraordinary Professor in Law.



On photo: Dr Edward Kwakwa

Keynote Speaker: 14:25 – 14:40

Topic: IP and Youth: Unlocking Africa's demographic dividend

2022 World Intellectual Property Day Speaker Profiles



On photo: Dr Marisella Ouma



Dr Marisella Ouma

Marisella Ouma is one of the leading IP Law experts in Africa, specialising in copyright and related rights, enforcement, IP and Trade, Traditional knowledge, and Entertainment Law. She was the founding Executive Director of the Kenya Copyright Board (KECOBO). She has served on various Boards such as the Anti Counterfeit Agency and the Kenya Industrial Property Institute in Kenya. Dr. Ouma has contributed to the development of various IP Policies and laws in Kenya and within the region and was one of the main negotiators for the Africa Group during the diplomatic conferences that led to the adoption of the WIPO Beijing and Marrakesh Treaties.

She was a visiting lecturer at the Africa University, Mutare, Zimbabwe, has taught at the University of Nairobi, and a member of the Advisory Committee of the Centre for Intellectual Property and Information Technology at the Strathmore University, Kenya. She has worked on various research projects such as African Scholars for Knowledge Justice (ASKJustice), and the Open African Innovation Research (Open AIR) and has published several papers and book chapters on Copyright and related rights and traditional knowledge, Geographical Indications, Enforcement and IP Licensing and Franchising. She holds a PhD from Queen Mary, University of London, an LLM from Stockholm University and LLB from the University of Nairobi.

First Presenter: 14:40 – 14:55

Topic: Leveraging technology for effective collective management of copyright and related rights

2022 World Intellectual Property Day

Speaker Profiles



Dr Chijioke Okorie

Chijioke Okorie is a Lecturer in the Department of Private Law, and a Senior Researcher in the Centre for IP Law, University of Pretoria. Prior to that, she was the inaugural postdoctoral research fellow under the South African Research Chair in IP, Innovation and Development at UCT (2019 and 2020). She is also the Lead Advisor at Penguide Advisory, a firm that provides research, educational, legal, and regulatory advisory services on copyright, Internet law and policy, and international development. Chijioke is the African Contributor and Correspondent for the Australian IP Forum, and the global award-winning IP blog IPKat, respectively. She holds a PhD in IP Law from the University of Cape Town, LLM in Internet Law and Policy from the University of Strathclyde, Glasgow and LLB from Nnamdi Azikiwe University, Awka. She is the author of *Multi-sided Music Platforms and the Law: Copyright, Law and Policy in Africa* (Routledge, 2020). Chijioke has participated in various funded international research projects, including her collaboration on Multi-territorial digital copyright licensing within the African Continental Free Trade Area for the Open African Innovation Research (Open AIR) project.

On photo: Dr Chijioke Okorie



Second Presenter: 14:55 – 15:10

Topic: The role of African CMOs in empowering youths for a better future

2022 World Intellectual Property Day Speaker Profiles



On photo: Dr. Joel Baloyi

Dr Joel Baloyi

Dr Joel Baloyi is an admitted Advocate of the High Court of South Africa and currently works as Deputy Registrar: Governance, UNISA. Prior to joining UNISA, Dr Baloyi gained vast experiences in the various areas of Music Copyright, Entertainment law and copyright policy. He was Head of Legal Services and Company Secretary for the Southern African Music Rights Organisation (“SAMRO”), and a Senior Lecturer at UNISA, where he taught IP and Commercial Law. He has published about music copyright and previously developed material on

Entertainment Law for the Black Lawyers Association training programme. He has also contributed chapters in two international books, namely Karanksi & Kendrick (eds) Licensing of Music – From BC to AD (Before the Change /After Digital) (Frukt, 2014) and Gervais (ed) 3 ed Collective Management of Copyright and Related Rights (Wolters Kluwer, 2016), and co-authored two WIPO toolkits/publications on collective management of copyright and related rights. He obtained his BJuris LLB degree from Univen, LLM from UWC and LLD from UNISA.

Third Presenter: 15:10 – 15:25

Topic: Adaptation of Collective Management Organisations’ Operational Models to Accommodate the Needs of African Creators in the 4IR era and Beyond