



**KTA ANNUAL
SYMPOSIUM**



Localising Intellectual Property for Uganda's
digital economy & using technology as a tool for
preservation of cultural heritage



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CONVENER'S PROFILE

KTA Advocates is an award-winning law firm at the forefront of legal innovation in Uganda. Recognized by IFLR and ranked by WTR1000, we specialize in technology, media, telecommunications, and intellectual property (IP). Our expertise extends to commercial law and dispute resolution, providing comprehensive legal solutions across various sectors.

KTA has established itself as a leading IP and technology law firm in Uganda. We serve a diverse clientele, including industry leaders in banking, e-commerce, sports, entertainment, fintech, tourism, telecommunications, and more. Our reach extends to the content creation, music, publishing, and sustainability sectors

Our core values – being dependable, pragmatic innovative, and bold– drive everything we do. These same values are woven into the fabric of the KTA Annual Symposium, a platform designed to foster thought leadership and critical discussions on intellectual property and technology in Uganda.



ABOUT THE KTA ANNUAL SYMPOSIUM

The KTA Annual Symposium embodies the spirit of Ubuntu – “I am because you are.” We recognize that laws, policies, and regulations function best when they are shaped and influenced by the people they are intended to serve.

Each year, the Symposium convenes policymakers, regulators, and industry leaders to discuss how Uganda can leverage IP and technology to meet the Sustainable Development Goals (SDGs). We engage in critical discussions on how to advance development and growth within various industries, with a particular focus on the role of intellectual property (IP).

The Symposium goes beyond discussion. We actively equip industry players with a deeper understanding of IP and its practical application within their fields.

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For more on the KTA Annual Symposium, please visit our website at <https://www.symposium-iptech.com/>



BACKGROUND

The concept underlying intellectual property (IP) is the protection and commercialization of one's ingenuity. This is premised on the theory that those who innovate and create should be rewarded. In turn, the public benefits from this ingenuity as it lays the building blocks for further innovation and creativity.

Recognizing crucial role IP plays in development, Uganda, a least developed country¹ aiming to transform from peasant to a modern and prosperous country within 30 years² adopted the National Intellectual Property Policy in 2019. This policy aims to build a robust IP ecosystem that fuels innovation and creativity, driving sustainable development.

The Policy focuses on creating an IP infrastructure that supports creativity, developing skilled professionals for the IP sector, and encouraging utilization of the IP system.³ Significant progress has been made in this regard as trademark registrations have steadily increased, from an average of 1,626 in 2019 to 2,186 in 20224.

Despite the progress, the level of innovation and creative outputs in Uganda remains relatively low compared to other developing nations such as Kenya. In the 2023 Global Innovation Index (GII), Kenya ranked 100th out of 132 economies featured in GI 2023, while Uganda stood at 121st⁵, with Uganda performing below the regional average in Creative outputs.

This challenge is not unique to Uganda. Least developed countries (LDCs) contribute a small fraction of global IP applications. A report by the United Nations Conference on Trade and Development (UNCTAD) suggests that LDCs need to tailor their IP strategies to their specific needs, development stages, and economic structures. The report emphasizes exploring alternative IP rights suited to LDC contexts, such as those related to traditional knowledge and agriculture. Additionally, considering the large informal sector in LDCs, more flexible and less formal IP protection mechanisms could be explored⁶.

This year's symposium will explore how Uganda can strengthen its IP approach by "localizing" it to Uganda's needs and realities, particularly in the digital era. The event will delve into how Uganda's IP strategy can leverage key sectors like art, music, literature, culture, and the informal sector.

A key focus will be on how IP and technology can be harnessed to preserve Uganda's rich cultural heritage.

The two-day symposium is set to take place from the 24rd to the 24th of October and will include roundtable discussions and panel discussions on topics exploring how we can align IP with Uganda's creative and technological fields and adapting IP systems for these sectors.

While the concept of traditional IP might seem distant for many Ugandans, the symposium aims to bridge this gap. Through this Symposium, we seek to create a supportive environment where innovation and creativity can flourish in the digital space.

This would entail:

- Developing IP laws and regulations that are relevant to the Ugandan context, considering factors like traditional knowledge, local creative industries, and the digital landscape.
- Creating awareness and education programs to inform creators and innovators in Uganda about IP rights and how to utilize them effectively in the digital economy.
- Establishing efficient and accessible IP registration systems that cater to the needs of Ugandan creators and businesses.
- Addressing specific challenges faced by Ugandans in protecting and commercializing their intellectual property online.

Objectives:

1. To examine how intellectual property rights can be contextualized for Uganda's realities.
2. To explore how intellectual property and technology can be used as a tool to preserve cultural heritage.
3. To expound on the challenges faced by creatives in protecting and commercializing their creations and understanding how policy and regulations can address these challenges.
4. To examine Uganda's policy approach towards using intellectual property to support innovation in Uganda and evaluate how effective it has been.
5. To sensitize creators and innovators on how they can protect and commercialize their intellectual property rights in the digital era.



#IPinVernacular
#IP4DigitalUganda



PROGRAM:

Pre-symposium activities:

A Documentary: "Made in Uganda: Unveiling the Heart Behind the Art"

The symposium will follow the filming of a short YouTube documentary- 'Made in Uganda: Unveiling the Heart behind the Art'. This film will offer a compelling glimpse into the heart of Uganda's dynamic creative scene, focusing on six key areas: music, film, technology startups, cultural preservation, visual arts, and fashion.

The film will take viewers on a journey alongside exceptional Ugandan creators from diverse fields. We'll meet renowned musician Joshua Baraka, go behind the scenes with the team behind the popular children's show "Kunda and Friends," and explore the innovative spirit at Innovation Village, a hub for Ugandan tech startups. The documentary will also delve into the rich cultural traditions with Roots, a group dedicated to preserving Ugandan heritage, showcase the artistic brilliance of Kashushu, a leading Ugandan artist and Buziga Hill, a Ugandan fashion brand.

Beyond showcasing talent, the documentary will explore the challenges these creators face in the digital age as they strive to commercialize their work. This insightful exploration sets the stage for the symposium's focus on empowering Ugandan creators and fostering a thriving digital economy.

DAY ONE: 24TH OCTOBER 2024

Theme:

Stimulating the Growth of
Uganda's Creative and Cultural
Industries Through Intellectual
Property and Technology

Location:

The Uganda Museum



8AM

8:00– 8:30

Arrival and Registration – Convener (KTA Advocates)

8:30– 8:45 AM

Keynote Address: Empowering Uganda’s Creative and Cultural Industries through Intellectual Property in the Digital Era: A Policy Perspective

Loretta Asiedu, Acting Director, World Intellectual Property Organization– Division for Africa

9AM

8:45– 9:30 AM

Walk through Art Exhibition:

Echoes of our Ancestors: A Digital Exploration of Uganda’s Cultural Heritage

A digital exhibition showcasing a variety of cultural artifacts from the Uganda Museum. Visitors will explore the rich heritage of Uganda through captivating narratives and a visually immersive experience.

Led by Written by Twasiima Patricia, Voice over by Tracy Kababito

- Pamela Enyono
- Kashushu
- Najuma’s House

10AM

9:45 AM – 10:00 AM

Keynote Address: Storytelling Through Song: Music as a Tool for Cultural Preservation

- This panel explores how IP and technology can be powerful tools for protecting and preserving Ugandan cultural heritage. Discussions will focus on:
- Leveraging IP for Cultural Protection: Experts will examine how existing IP frameworks can be used to protect cultural expressions from exploitation.

10: 00 AM – 11:00 AM

Panel discussion:

Protecting Traditional knowledge, Cultural Expressions and Folklore through Technology and Intellectual Property

- This panel explores how IP and technology can be powerful tools for protecting and preserving Ugandan cultural heritage. Discussions will focus on:
- Leveraging IP for Cultural Protection: Experts will examine how existing IP frameworks can be used to protect cultural expressions from exploitation.
- Sui Generis Protection: The panel will explore the benefits of sui generis laws specifically designed for traditional knowledge and cultural expressions, with a focus on the ARIPO Swakopmund Protocol.
- Implementation and Lessons Learned: Insights will be shared on the implementation of the Swakopmund Protocol in Uganda, drawing on experiences from other ratifying countries.

Moderator: **TBC**

Panellists: TBC

11AM

11:00 AM– 11:30 AM

Exhibition and Fireside Chat: Technology and Sustainability Applied to Fashion and Cultural Preservation

11:30 am– 12:00 pm

Premiere of the Made in Uganda: Unveiling the Heart Behind the Art” YouTube Documentary

12PM

12:00– 1:00

Panel discussion: From Canvas to Commerce: Navigating IP in Uganda’s Arts Industry

This panel will foster a crucial dialogue between people in Uganda’s diverse arts industry and policymakers on the effectiveness of the current intellectual property (IP) legal framework in the arts industry, with specific attention to navigating IP challenges in the digital era.

It will also discuss how Uganda can formulate an effective, well-informed policy on the creative economy.

Moderator: TBC

Panellists:TBC

1PM

1:00– 2:00
LUNCH

2PM

2:00– 3:00

Breakout Sessions:

Breakout session 1: From Royal Palaces to Modern Marvels: Safeguarding Uganda’s Architectural Treasures

This session explores the fascinating intersection of intellectual property, architecture and cultural heritage. It will delve into how architects can protect their architectural designs, and the unique challenges and opportunities surrounding IP protection for architects in Uganda. It will also discuss the iconic structures that form part of Uganda’s rich heritage and how we can preserve them. Teesa Bahana, Director, 32° East

Moderator: TBC

Panelists: TBC

Harnessing Intellectual Property Technology in Uganda’s Artisanal and Fashion Industry

This panel discussion will explore the strategic use of intellectual property rights such as industrial designs, copyright, trade secrets and trademarks in boosting Uganda’s vibrant artisanal and fashion industries. Panellists will also examine IP commercialization aspects such as merchandising, social media and influencer marketing and branding.

Moderator: Cathrine Akankwasa, Associate KTA Advocates

Panelists: TBC

Breakout Session 3: Uganda's Silver Screen: Examining Uganda's Film Industry and Legal Framework

This panel discussion delves into the legal landscape relating to Uganda's film industry. Panellists will examine the existing legal framework from film production and distribution, analysing its effectiveness in supporting filmmakers. It will also explore opportunities for commercialization and challenges posed by the digital era.

Moderator: Fiona Kemigisha, Digital Content Creator, Khama Digital Content Hub

Panellists: TBC

3PM

3:20- 3:30

Closing remarks

3:30- 4:30

Poetry Recital and Networking High Tea

Slim the Poet

5PM

5:00- 7:00

Afternoon Fireside Chat

The Story of the Ugandan Author Location: Sankara Pan African Library





DAY TWO: 25TH OCTOBER 2024

Building a Sustainable Innovation
Ecosystem in Uganda
Location: Ndere Cultural Center



8AM

8:00– 9:00

Arrival and Registration
Convener

9AM

9:00– 9:20

Recap of day 1

9:20– 9:40

Keynote Address: Harnessing Intellectual Property Rights for Innovation, Development and Economic Transformation in Least Developed Countries

Speaker: TBC

10AM

9:40– 10:40

Panel discussion: A Look at Uganda's National Intellectual Property Policy Five Years Later

Uganda's IP policy set out to achieve a number of goals including promoting IP-driven indigenous technology development and commercialization and increasing the utilization of the IP registration system. This panel will discuss the successes that the policy has achieved so far, as well as the gaps and areas of improvement, specifically in the era of digitization and artificial intelligence.

Moderator: TBC
Panellists: TBC

10:40– 11:40

Networking tea and Exhibition: Exhibition Showcase

- Exhibition Showcase, Exhibitors: Droop!

11AM

11:25– 12:25

Panel Discussion: Designing Uganda's Innovation Policy

This panel will examine how development partners and Uganda's policymakers can formulate policies that stimulate sustainable development in Uganda, in light of its innovation capacities, innovation complexities, pace of digital transformation, capability of diversification, and the role that intellectual property plays in this regard.

Moderator: TBC

Panellists

- Rob Floyd, Director for Innovation and Digital Policy, African Center for Economic Transformation (ACET)
- Julio D. Raffo, Head, Innovation Economy Section, Department of Economics and Data Analytics, World Intellectual Property Organization
- Wangechi Wahome, C.E.O, Anza Village
- Arthur Mukembo, Lead, Future Lab Studio

12PM

12:25– 1:00

Keynote Address: Where Science meets Tradition: Examining Patent Protection for Genetic Resources and Traditional

Speaker: TBC

1PM

1:00–2:00
LUNCH

2PM

2:00– 3:00
Breakout Sessions

Breakout Session 1:
Fostering Green Innovation: The Role of Policy, Intellectual Property & Regulation
This panel will examine how the Government of Uganda can support green innovation Uganda through economic, trade and industry policy and the role of conducive regulation in incentivising innovations that address climate change, transition to clean energy, and participation in climate change mitigation mechanisms.

Moderator: TBC

Breakout Session 2:
AgTech Innovation: The Role of Technology, Plant Variety Protection and Policy in Boosting Uganda's Agriculture Industry

This panel discussion will dive into the potential intellectual property right of Plant Variety Protection (PVP) in unlocking commercial benefits in Uganda's agricultural sector. The discussion will explore how PVP can incentivize breeders to develop new and improved crops, guarantee quality for Ugandan produce, and attract investment. Attendees will learn how PVP can enhance market

Moderator: TBC

Breakout Session 3:
Pharmaceutical Patents: Rethinking Uganda's Approach to TRIPS Flexibilities:

This panel discussion will examine the current exclusion of pharmaceutical patents in Uganda's intellectual property framework. The panel will discuss:

- The potential benefits and drawbacks of allowing pharmaceutical patents in Uganda.
- Experiences of other LDCs that have adopted different approaches to TRIPS flexibilities for pharmaceuticals.
- How Uganda and other developing countries can foster local production of pharmaceutical products.
- Strategies for balancing innovation, access to affordable medicines, and the growth of Uganda's domestic pharmaceutical industry.
- Methods of effective technology transfer in the pharmaceutical sector. This discussion will bring together policymakers, experts in academia, and industry experts to explore a nuanced approach to TRIPS flexibilities that fosters both innovation and access to essential medicines in Uganda.

Moderator & Panellists

3PM

3:00- 3:40

World Café:

Topic 1: Awareness and Education

- What are the biggest challenges Ugandans face in understanding and utilizing intellectual property (IP)?
- How can we raise awareness about the benefits of IP protection for Ugandan innovators?
- What educational resources or programs are needed to equip Ugandans with the knowledge to navigate the IP system?

Topic 2: Legal Framework and Policy

- Is Uganda's current IP legal framework supportive of local innovation?
- Are there specific policy changes needed to incentivize innovation and facilitate IP protection in Uganda?
- How can Uganda balance the need for effective IP protection with considerations like affordability and access to knowledge?

Topic 3: Institutional Support

- What role can Ugandan government agencies play in fostering a stronger IP ecosystem?
- How can we create a more efficient and user-friendly system for IP registration and enforcement in Uganda?
- What kind of institutional support is needed to assist Ugandan innovators in navigating the IP process?

Topic 4: Collaboration and Capacity Building

- How can we encourage collaboration between universities, research institutions, and private businesses to leverage IP for innovation?
- What capacity-building initiatives are needed to equip Ugandan institutions with expertise in IP management and commercialization?
- How can we foster a culture of innovation and entrepreneurship among Ugandan youth, with a focus on IP awareness?

Topic 5: Funding and Investment

- What are the biggest challenges Ugandan innovators face in accessing funding for IP-driven ventures?
- How can we attract investment capital that specifically supports Ugandan innovation and IP protection?
- What role can intellectual property play in attracting foreign direct investment (FDI) to Uganda's innovation sector?

Moderators:

Anza Academy & Anza Village

3:40- 4:20

Plenary: Presentation of findings from World Café

4PM

4:20-4:35

Activity

Launch of Innovator's Guide and Roadmap

KTA Advocates and Anza Village

4:35-4:45

Plenary and Reading of Rapporteur's report

Rapporteur

4:45

Closing remarks





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