

Side event on

Intellectual Property Management Clinic Program

19 November 2024

8:30–11:00 a.m. | Al Rayyan Room

Event description

The World Intellectual Property Organization (WIPO), in partnership with the United Nations Economic and Social Commission for Western Asia (ESCWA), is launching the latest edition of its [Intellectual Property Management Clinic Program](#) (IPMC), tailored for small and medium-sized enterprises (SMEs) and startups in the Arab region.

This programme is designed to support cross-sector businesses, with a focus on digital platforms, content creators, and product manufacturers selling online. The programme provides tailored guidance to enhance IP management capabilities in the digital space, offering strategic insights on developing and aligning IP strategies with business objectives and intangible assets. Through these efforts, businesses will be better equipped to protect, commercialize, and scale their digital assets and products in global markets.

As part of the Arab SMEs Summit 2024 in Qatar, this side event will mark the official launch of the IPMC Program, welcoming 30 selected businesses. It will be followed by a four-month virtual programme beginning in January 2025, featuring one-on-one mentorship with IP and business experts, specialized training sessions, and ongoing access to essential WIPO resources.

Organizers/co-organizers:

1. IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IIES), World Intellectual Property Organization (WIPO)
2. Funds in Trust (FIT)/Japan IP Global, WIPO, represented by the Japan Patent Office (JPO)
3. ESCWA

Event objectives

The primary goals of this event include the following:

- **Key goal 1: Introduce the IP Management Clinic Program:** Establish a foundation for the IPMC by introducing selected companies to the programme's framework. Provide an overview of the methodology, and outline the expected contributions from both the companies and experts throughout the programme's duration. Introduce some of the factors important to the companies' IP and business models to assist in refining their IP strategies.
- **Key goal 2: Strengthen IP strategy knowledge through practical training and individual coaching sessions:** Enhance participants' understanding of effective IP strategies. This will be achieved through interactive training workshops and individual coaching sessions led by renowned experts, equipping companies with the tools to leverage their IP for business growth, including across digital marketplaces.
- **Key goal 3: Address company-specific IP challenges:** Respond to pressing IP and business questions submitted by participants via the [WIPO IP diagnostic tool](#) and during the virtual training sessions, allowing for tailored advice and practical solutions to address the unique IP challenges of participating businesses in a group discussion format.
- **Key goal 4: Foster peer-to-peer networking:** Facilitate opportunities for participants to engage in peer-to-peer networking, promoting collaboration and knowledge-sharing among SMEs and startups participating in the clinic.

Topics to be covered

The event will provide a platform to explore and discuss the following topics:

Topic 1: Managing intangible assets for long-term value

- **Objective:** Enable participants to identify, prioritize and systematically manage their intangible assets (IA), including IP rights, to support sustainable value creation.

Topic 2: Aligning IP strategy with business strategy using the Business Model Canvas (BMC)

- **Objective:** Teach participants how to leverage the BMC to identify IA and IP embedded within their operations, align IP with business objectives, and ensure a strategic, holistic approach to IA management.
- **Practical exercise:** Participants will individually refine their BMC, with a focus on identifying and integrating key IA and IP elements. This updated BMC will serve as a tool for the coaching session on the following day and for ongoing online mentoring sessions, providing experts with a clear snapshot of each participant's priorities. With this, experts can offer tailored guidance to help participants align and optimize their IP strategy according to their business goals.

Target audience

The event is designed to engage the following groups:

30 pre-selected cross-sector SMEs and startups falling into one of the following categories:

- **Digital platform owners and content creators**
 - Entrepreneurs and SMEs operating digital platforms such as e-commerce marketplaces, social media platforms, streaming services, and content-sharing sites.
 - Content creators, including video producers, influencers, bloggers, digital artists, and others monetizing creative content online.
- **Manufacturers and product-based businesses with an online presence**
 - Small to medium-sized manufacturers selling physical products through online channels or transitioning into e-commerce.
 - Businesses looking to expand into global markets through digital sales platforms, including those aiming to strengthen their online branding and IP protection.

Language

The core content will be delivered in English, but participants may use Arabic, if preferred. Interpretation services will not be available.

Contact information

- **Contact person:** Mathilde Tachon
- **Position:** Program Officer
- **Email address:** mathilde.tachon@wipo.int

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8:30-8:40 a.m.

Opening remarks

- **Mathilde Tachon**, Program Officer, IP for Business Division (IPBD), IP and Innovation Ecosystems Sector (IIES), World Intellectual Property Organization (WIPO)

8:40-9:30 a.m.

An overview of the IP Management Clinic for SMEs Program

- **Mathilde Tachon**, Program Officer, IPBD

Individual introduction by experts

- **Nisrine Haddad**, IP Strategist, Managing Partner, SADER & Associates, Lebanon
- **Hams Madanat**, IP Strategies, Enforcement Expert, Managing Director, Dimensions Intellectual Property, Jordan
- **Samir El Aichaoui**, Founder, Happy Ventures, Innovation Facilitation in Emerging Environments, Morocco
- **Mona Thowfeek**, Business Development and Innovation Catalyst, IP Strategist, Accelerating Market Adoption through Strategic Partnerships, Qatar

Individual introduction by selected companies

Moderator

Mathilde Tachon, Program Officer, IPBD

9:30-10:45 a.m.

Interactive workshops

Topic 1: Managing intangible assets for long-term value

Topic 2: Aligning IP strategy with business strategy using the Business Model Canvas (BMC)

Lead by:

- **Mona Thowfeek**, Business Development and Innovation Catalyst, IP Strategist, Accelerating Market Adoption through Strategic Partnerships, Qatar
- **Samir El Aichaoui**, Founder, Happy Ventures, Innovation Facilitation in Emerging Environments, Morocco

With the support of:

- **Nisrine Haddad**, IP Strategist, Managing Partner, SADER & Associates, Lebanon
- **Hams Madanat**, IP Strategies, Enforcement Expert, Managing Director, Dimensions Intellectual Property, Jordan

Moderator

Mathilde Tachon, Program Officer, IPBD

10:45-11:00 a.m.

Q&A session

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8:30-11:00 a.m.

Individual coaching session

On day 2, participants will engage in one-on-one coaching sessions with IP and business strategy experts. This will mark the starting point for participants to explore how IP can support their broader business goals. In these initial discussions, participants will work with experts to review their Business Model Canvas (BMC), and begin to identify areas where IP and intangible assets can add strategic value. This first exchange will help participants clarify their objectives, start pinpointing key IP opportunities, and explore how IP considerations might align with their business strategy. These sessions set the stage for deeper analysis and tailored guidance in follow-up mentoring, helping participants begin to direct their decisions towards impactful IP strategies.