

## ABOUT AfrIPI

AfrIPI is an international cooperation project funded and directed by the European Union, co-funded and implemented by the European Union Intellectual Property Office (EUIPO). It has a duration of 4 years starting from February 2020.

The overall objective of AfrIPI is to facilitate intra-African trade and African and European investment. It specifically aims to create, protect, utilize, administer and enforce Intellectual Property Rights across Africa, in line with international and European best practice and in support of the AfCFTA and the African Union's Agenda 2063.

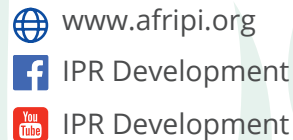
## WHY AfrIPI?

Innovation and creativity are the core drivers of sustainable economic development, and intellectual property rights are the key tools to generate value from intangible assets.

A strong enabling environment for IP creation, protection, administration and enforcement will boost the participation of African countries in the world economy, and stimulate innovation and competitiveness of the private sector.



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# AFRICA INTELLECTUAL PROPERTY RIGHTS & INNOVATION



AFRICA project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

## FOCUS

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1. **Gathering knowledge:** studies, data collection, analysis of legal frameworks and policies;
2. **Capacity building:** conferences, seminars, round tables, training, study visits;
3. **Sharing innovation:** technical support and advice (IT tools and databases);
4. **Sharing information:** publications, press releases, newsletters, factsheets, etc.

## PARTNERS

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The action involves and address all relevant African stakeholders according to their respective mandate, capacities and interests.

The main stakeholders are the African national and (sub-) regional public bodies in charge of IPR, trade and agriculture.

These include:

- Regional IP organizations: ARIPO and OAPI – and their Member States
- African Union Commission
- Ministries and agencies related to IP protection and enforcement
- Enforcement authorities / bodies in Africa
- Private/Business sector and IPR system users

## TARGET GROUPS

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- IP Offices,
- Policy-makers in charge of IPR,
- IPR enforcement bodies (judiciary, prosecutors, customs),
- Micro, Small and Medium Sized Enterprises,
- IPR practitioners,
- General public

## PRIORITY IP AREAS

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Priority areas in the field of intellectual property

- Trade Marks
- Industrial Designs
- Geographical Indications
- Plant Varieties
- Patents

## SPECIFIC OBJECTIVES

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AfriPI promotes a harmonized and enforced IP system in line with the EPA provisions, focusing on four expected results. AFRIFI has four main objectives:

- I. Promotion of Intellectual Property international agreement for a reinforced cooperation between EU and Africa
- II. Strengthening of national and regional Intellectual Property institutions, networks, and tools, to increase a user- friendly and efficient protected IP system
- III. Raising awareness of Intellectual Property Rights (including Geographical Indications) in the African society for Small and Medium- sized Enterprises (SMEs).
- IV. Implementation of the work plan activities linked to the AU Continental Strategy for Geographical Indications

The achievement of these results will lead to a stronger and more efficiently administered IP framework in Africa, which will contribute to foster international investments and trade, while stimulating private sector development, and economic growth.