

4 April 2019

MEDIA RELEASE: ROUNDTABLE MEETING WITH POLICY MAKERS ON TOURISM, CULTURE, INTELLECTUAL PROPERTY AND EDUCATION

The Business and Intellectual Property Authority (BIPA), is equipped with the mandate and resources to advise Government on matters related to Intellectual Property (IP) rights; and is entrusted with the promotion of IP as a strategic tool for development. Appropriate Intellectual Property Rights laws, and enforcement of those laws, give businesses the incentive and resources to develop new products, create production facilities, and expand the workforce. Protecting Intellectual Property Rights encourages innovative economies, enriches individuals and companies, preserves health, and saves lives.

BIPA, together with stakeholders in the tourism and cultural industries, hosted a Round Table meeting with the aim of implementing adequate IP services and strategies to promote local tourism and development. The event took place at the Hilton Hotel on 4 April 2019. In attendance were representatives from NUST, IUM, Unam, the Heritage Council, Ministry of Justice, Ministry of Tourism and the Ministry of Trade.

The strategic discussions are a result of a 3-year Special Project on Intellectual Property, Tourism and Culture; which produced a roadmap for the implementation of IP strategies to the benefit of tourism in Namibia.

Vivienne Katjuongua, Acting CEO of BIPA, during the event noted that that the Government of Namibia has identified Intellectual Property as a stimulus for economic growth through the creation of distinctive and unique value in products and services.

“Competitiveness is an essential element for survival on the global playing field; and intellectual property is a tool through which competitive advantage is created,” she said.

The Ministry of Environment will act as the custodian for the implementation of the strategy. The project was sponsored by the World Intellectual Property Organisation (WIPO).

Public Enterprise established under the BIPA Act, 2016 (Act No. 8 of 2016)

Directors: Riundja A Kaakunga (Othy) - **Chairperson**, Dr Martha Uumati - **Deputy Chairperson**, Fritz C Jacobs, Lovisa Indongo-Namandje, Seno Namwandi, Ignatius K Thudinyane, Chaze Nalisa,
Chief Executive Officer: Tileinge S. Andima, **Company Secretary:** Vivienne E Katjuongua

Ends.

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