



Leveraging IP Opportunities in Africa

If Africa isn't already on your IP agenda it should be. Home to more than 50 of the world's most important emerging markets and with GDP growth second only to South Asia, the IP opportunities in Africa are endless.

Whether you already have registered rights in Africa or are looking to get into this exciting market, let Rouse Africa be your guide. Our dedicated Africa team is made up of experts in our regional headquarters in Cape Town and our office in Namibia. We also have plans to open offices in Cameroon, Mozambique, Nigeria and Kenya. So we're on the ground, not just operating regionally from South Africa.

We also have a network of associate firms that cover all jurisdictions. This means we are perfectly placed to help you obtain, manage and protect your IP rights in all African countries and surrounding islands.

Rouse Africa combines strong Africa knowledge and presence with the substantial global resources and commitment to quality that you are used to from Rouse. This means you get the best of both worlds, the local on the ground expertise you need and the international quality and approach you're used to.

Offices in the Rouse Group: Africa | China | Hong Kong | Indonesia | Myanmar | Philippines | Russia | Saudi Arabia+ | Thailand | UAE | United Kingdom | Vietnam | + Associated office

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The Opportunity

If you're not in Africa yet, you probably will be soon. Africa is the second largest continent after Asia and with a population of over one billion and a fast growing middle class of urban consumers. Brand owners and technology owners alike need to protect their rights and maximise the opportunities this continent brings.

What can Rouse Africa do for you?

Africa is a challenging market for IP owners. Not only is it very large, but the administration is slow and the infrastructure and skills are limited, combine this with outdated laws and it's a tricky place to operate.

That's why you should work with an IP firm that understands how businesses operate on the international stage, with the speed, accuracy and transparency that you need, as well as understanding how to navigate the challenging African market. Helping clients navigate challenging markets is what Rouse does best.

Whatever your IP needs we can help. We cover all types of IP at all stages of its lifecycle from searching, filing and prosecution through to portfolio management, enforcement, dispute resolution and IP strategy.

In a Nutshell

- Africa is a key opportunity for companies operating on the international stage. Make sure it's not the next China for your company. You can get in early and take a defensive strategy.
- The continent has come a long way and if you already have rights registered here, now is the time to review what you have and start enforcing them.
- There is an alternative firm to the traditional South African based choices, they cannot bring the richness of experience that an international firm can.
- Rouse Africa is the only international IP firm that has its own offices and its own people in Africa. We combine this in depth local, on the ground knowledge and expertise with our broader experience of acting for our international clients in complex emerging markets.
- We're on the ground and not just in South Africa. We're also expanding, with plans to open in Cameroon, Mozambique, Nigeria and Kenya in the next three to five years.
- We'll ensure our high international standards relating to transparency are always upheld in Africa.
- We are recognised for our high service levels, as well as the speed and accuracy of our response and our Africa team adhere to these same service levels.

Continent Coverage:

- Our network of IP associates covers all the major commercial centres of: Algeria, Angola, Cameroon, Egypt, Nigeria, Uganda and Zimbabwe.
- Our office in Namibia handles the filing of patent and trade mark applications directly in countries covered by ARIPO (African Regional Intellectual Property Organisation).
- The mostly French-speaking countries covered by OAPI (Organisation Africaine de la Propriété Intellectuelle) are managed through our reliable, local IP associates.

Key Facts:

- Africa is the second largest and second most populous continent after Asia.
- It has 55 states that are recognised by the African Union, United Nations or both.
- It has a population of over 1 billion and a fast growing middle class of urban consumers.
- Of the 11 fastest growing economies in the world, it is estimated that 10 will emerge from Africa.
- Largest By GDP: Nigeria, Egypt, South Africa, Algeria, Angola.
- Fastest growing, by GDP growth: Ethiopia, Benin, Nigeria, Rwanda, Botswana.

Key Sectors

Communications and IT:

80% of sub-Saharan Africa's population is predicted to have access to a mobile device by 2020, twice as many as today (GSMA 2015).

Mining and metals:

Africa is ranked the largest or second largest reserve of: bauxite, cobalt, industrial diamonds, manganese, phosphate rock, platinum group metals and zirconium (US Geological Society).

Agriculture:

Makes up 32% of Africa's GDP and employs 65% of Africa's labour force. Africa governments have prioritised developing agriculture. There is growing demand and opportunities for foreign investors.

Manufacturing:

A cheap workforce, abundant raw materials and low-cost agricultural products mean African countries could replace South East Asia as the most attractive and cost-effective manufacturing region.

IP: The Challenges

- Lack of economic diversification, energy is still strong.
- The population is still very poor, but not that different to Asia and it is improving.
- There is a high number of dependent population, but this is reducing.
- There are inadequate skills and personnel working in IP.
- Infrastructure and IT is largely undeveloped.
- There has been little change or development of IP laws.

IP: The Opportunities

- It is now on the radar, IP owners are talking about the opportunity that Africa presents.
- OAPI is now part of Madrid and filings through this system are increasing.
- Countries are strengthening IP protection all the time such as new IP laws in Mozambique and Kenya boosting its anti-counterfeiting efforts and preparing draft trade mark and copyright amendments.
- There is a chance to get in early and get it right for brand and technology owners.



Regional Filing Systems

OAPI (Organisation Africaine de la Propriété Intellectuelle)

- Patents, trade marks, designs and plant varieties.
- 17 mostly former French colonies.
- Single application covering all 17 states.
- No local legislation anymore.
- Patents, trade marks, registered designs and plant varieties can be enforced in all 17 member states: [Benin](#), [Burkina Faso](#), [Cameroon](#), [Central African Republic](#), [Chad](#), [Comoros](#), [Republic of Congo](#), [Equatorial Guinea](#), [Gabon](#), [Guinea](#), [Guinea-Bissau](#), [Ivory Coast](#), [Mali](#), [Mauritania](#), [Niger](#), [Senegal](#) and [Togo](#).



ARIPO (African Regional Intellectual Property Organisation)

- Patents, trade marks, registered designs, utility models and soon, plant varieties.
- 19 member states for patents, 10 for trade marks.
- Unlike OAPI, countries must be designated.
- Trade marks can only be enforced in 3 ARIPO member states: [Botswana](#), [Liberia](#) and [Zimbabwe](#).
- Patents can designate and be enforced in 18 states: [Botswana](#), [Gambia](#), [Ghana](#), [Kenya](#), [Lesotho](#), [Liberia](#), [Malawi](#), [Mozambique](#), [Namibia](#), [Rwanda](#), [São Tomé and Príncipe](#), [Sierra Leone](#), [Sudan](#), [Swaziland](#), [Tanzania](#), [Uganda](#), [Zambia](#) and [Zimbabwe](#) (Somalia cannot be designated).



Our People



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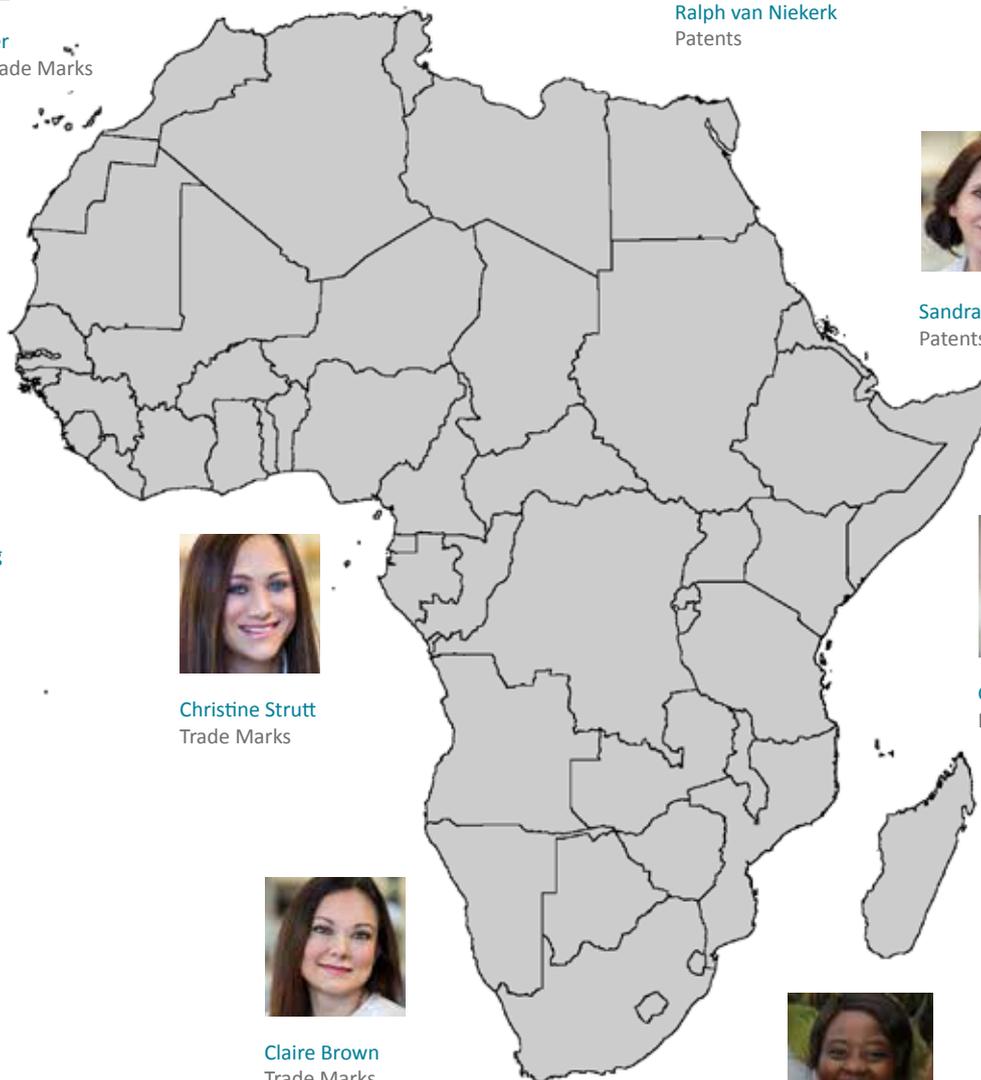
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