



Cultural
and Creative
Industries

UNCTAD workshop on Intellectual Property Rights for Cultural and Creative Industries stakeholders in Angola

11-12 September 2023
Luanda, Angola

CONCEPT NOTE

1. MAIN OBJECTIVES

As part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, Cultural and Creative Industries (CCIs) Component, UNCTAD provides high-quality training activities supported by tailored-made training materials and support for policy development. The support is intended to strengthen the Angolan CCIs as one of the channels for a sustainable and greener diversification of the economy and exports, providing opportunities to improved trade, livelihoods and decent employment for the Angolan population. In the context of the holistic programme approach, Angolan CCIs are equally supported through efforts to support the modernization of Angolan trade policy, investment-related policies, transport and logistics infrastructure, trade facilitation and customs procedures, entrepreneurship training as well as value chain development in agricultural sectors.

Intellectual property (IP) is crucial for artists and cultural and creative industry (CCI) workers to earn money from their original works. The main objectives of the UNCTAD workshop on intellectual property rights (IPR) for CCI stakeholders in Angola are to:

- train artists and CCI workers about the benefits of copyrights and IPRs and their importance in monetizing their original creations;
- raise awareness about the importance of creating a functional IPR framework and enforcement; and
- create links with universities and other relevant institutions to integrate the training module into the national curriculum.

2. BACKGROUND

The workshop is part of the EU-UNCTAD Joint Programme for Angola: Train for Trade II for “Increasing the economic potential of the cultural and creative industries in Angola for employment, trade and development



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gains.” It is organized with the financial support of the European Union and is part of a set of activities developed for the Cultural and Creative Industries Component, which will contribute directly to the implementation of Programme 1.7.2: “Promotion of Cultural and Creative Arts and Industries” under the National Development Plan of Angola 2018-2022.

The project’s vision is to promote Angola’s vibrant cultural and creative industries, facilitate improved economic activities and networks in the Arts and Cultural Centers, provide more significant opportunities for entrepreneurs and creators, particularly young people, and build on the rich and diverse communities that make Angola unique. The objectives of the Cultural and Creative Industries (CCIs) Component, in line with the goals of all components of the project, are: (a) to assess the commercial potential of Angola’s cultural and creative industries; (b) to identify the main bottlenecks that undermine efforts to harness the socio-economic potential of Angola’s cultural and creative industries; and (c) to build Angola’s institutional and human capacities to formulate and implement policies and strategies to unlock binding constraints.

3. INSTITUTIONAL SUPPORT

The workshop is organized by UNCTAD, in collaboration with the Ministry of Industry and Commerce and the Ministry of Culture and Tourism of Angola.

4. PARTICIPANTS

Workshop participants will include:

- officials from the Government of Angola, including officials from agencies governing copyrights and intellectual property (i.e., National Service for Copyright and Related Rights and the Industrial Property Institute of Angola);
- representatives from private institutions in cultural, creative, and tourism sectors, including cultural and creative entrepreneurs, artists, practitioners, managers, distributors, etc.;
- representatives from universities and other relevant training institutions.

In line with the objectives of the EU-UNCTAD Joint Programme for Angola: Train for Trade II, particular attention should be paid to gender balance in the nomination of participants. Institutions putting forward participants are kindly requested to aim for at least 40 per cent female participation.



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5. LANGUAGE

The workshop will be held in Portuguese, with English-Portuguese-English interpretation available.



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6. PRELIMINARY PROGRAMME

Day 1 – 11 September 2023	
10:00-10:15	Opening <ul style="list-style-type: none">• Katalin Bokor, Economic Affairs Officer, Trade and Creative Economy Section, UNCTAD• Barros Licença, Director of the National Service for Copyright and Related Rights, Ministry of Culture and Tourism• Ana Paula Miguel, Director of National Institute of Industrial Property, Ministry of Industry and Commerce
10:15-14:30 Coffee break (11:20-11:50)	Training module on IPR for CCI stakeholders in Angola – Part 1 <ul style="list-style-type: none">• Links between IPR and the creative economy;• Focus on CCI workers: benefits of copyrights and IPRs for CCI workers and their importance in monetizing their creations;• Focus on government agencies: the importance of creating a functional IPR framework and enforcement;• Copyrights in the digital age.
14:30-15:00	Lunch
Day 2 – 12 September 2023	
10:00-14:30 Coffee break (11:20-11:50)	Training module on IPR for CCI stakeholders in Angola – Part 2 <ul style="list-style-type: none">• Types of copyrights and IPRs available for CCI workers in Angola and worldwide;• Guidelines for copyright and IPR application processes;• Interactive activities;• Next steps: discussions with representatives from local universities and other relevant training institutions about integrating the training module;• Closing
14:30-15:00	Lunch



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7. CONTACTS

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