Presentation of the Africa IP SME Helpdesk: supporting the internationalisation of SMEs to South Africa

Andrea IORI
Africa IP SME Helpdesk Project Manager
Why should you protect your ideas?

Current patent filing trends indicate that the technology in the field of concentrated solar energy generation is maturing.

The concentrated solar market is expected to grow rapidly over the next years.

A company established a niche in the market and filed a patent in South Africa.

This strategy provided the company with the necessary space to operate while building its projects in South Africa.

Conclusion: successful market players should tailor their IP portfolios and business strategies to the markets.
Why intellectual property?

- Legal Protection
- Financial Benefits
- Market Exclusivity
- Brand Reputation
International IP SME Helpdesks

INTELLECTUAL PROPERTY ADVICE FOR YOUR BUSINESS

Six EU-funded helpdesks offer free resources to your small or medium-sized business to help you manage your intellectual property.
Africa IP SME Helpdesk

An EU funded project implemented by the EUIPO

Under the scope of the Project AfrIPI: a cooperation program focusing on IP and innovation in Africa
Africa IP SME Helpdesk’s services

- Helpline
- IP materials
- Events and training
Helpline

- Free of charge first-line IP support
- Confidential, personal and “to the point”
- Scope of protection, protection routes, good practices
- Answer within 3 working days
- Email, phone and web
Specific publications on South Africa

IP guide on South Africa

Case study on patents in South(ern) Africa

CASE STUDY:
Comparison of patent portfolios in relation to business strategies and market position in the concentrated solar sector, with an emphasis on Southern Africa

Background
Concentrated solar energy generation is a subset of renewable energy generation. Current patent filing trends indicate that the technology is being met, with the number of new patent families filed peaking in the 2010-2011 period.

The concentrated solar sector is expected to grow rapidly over the next five years and is estimated to be worth between EUR 50-250 billion (USD 67-110 billion) in 2025. The present solar market outlook is based on the assumption that market growth in the South African market will continue to accelerate. The IP profile of the concentrated solar market segment, with most of their portfolios entering early stage applications over the 2010-2011 period. The portfolio further shows a large number of jurisdictions, but is especially concentrated in Spain, South Africa and Chile. As such, Company A can be seen as a dominant market participant with a large and mature portfolio. This portfolio is highly suitable for maintaining its market position (by licensing), and also Company A in its early-stage portfolio for advanced market access. The IP profile of the concentrated solar market segment shows a mature, dominant and focused portfolio with multiple infringement cases (or the threat thereof) when attempting to enter the particular market segments that have the portfolio holder claims.

The protection and enforcement of IP in Southern Africa is especially accessible by such strategies as it currently manages a depositing system. Here a patent application is examined multiple with regard to the format of the invention. As a result, obtaining a granted patent is quick and simple. In the broader South African region, the ANBO regional patent system also simplifies the process of obtaining rights across multiple countries. Here an ANBO application is examined by an ANBO examiner. But since granted the application will normally be valid in any of the Member States, the permission designates at the start of the application process.

While Company A’s principal interests are in direct power generation from concentrated solar, Company B is attempting to establish a niche in high temperature concentrated solar power for direct use in industrial applications using advanced thermal control systems. To this end, Company
Training courses and events

Online and on-site

Connecting SMEs with each other and with multipliers

Capacity building

Participation in matchmaking events

Collaboration with local experts and stakeholders

On countries' IP landscapes, regional IP systems, industries, key amendments
<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>16 May – past</td>
<td><strong>Practical intellectual property support programme for SMMEs</strong></td>
</tr>
<tr>
<td>9 October</td>
<td><strong>The impact of commercialisation strategies and benefits for SMEs</strong></td>
</tr>
<tr>
<td>30 October</td>
<td><strong>The enforceability of trade marks in Africa</strong></td>
</tr>
<tr>
<td>27 November</td>
<td><strong>Counterfeit goods and e-commerce sites in Nigeria and South Africa</strong></td>
</tr>
</tbody>
</table>
Contact

Website [http://africaiphelpdesk.eu](http://africaiphelpdesk.eu)
Phone +34 96 513 9810
Email africa.iphelpdesk@euipo.europa.eu

Facebook [@AfricaIPR](https://www.facebook.com/AfricaIPR)
Twitter [https://twitter.com/AfricaIPR](https://twitter.com/AfricaIPR)
LinkedIn [https://www.linkedin.com/company/africaipr](https://www.linkedin.com/company/africaipr)
Thank you