

Young women entrepreneurs trained in intellectual property

Business Desk Report

SN Anku IP Firm, a leading Intellectual Property (IP) Firm in Africa, has commenced a capacity building outreach for entrepreneurs across Africa, starting with women entrepreneurs in Ghana.

The outreach seeks to train entrepreneurs, innovators, inventors, innovation hubs and business associations, providing them with the tools to protect and fully derive commercial value from their Intellectual Property.

The Firm partnered the Oxford Africa Women Leadership Institute, a global non-profit organisation dedicated to building sustainable women-led businesses across Africa to roll out the first training session to scores of women entrepreneurs in Accra in commemoration of World Intellectual Property Day.

Intellectual Property (IP) rights serve as indispensable pillars for



• Participants in the training

fostering innovation, creativity and economic prosperity.

By safeguarding inventions, designs and creative works, IP enables individuals and businesses to leverage their ideas for social and economic advancement.

At the seminar in Accra, Global Managing Partner at SN Anku IP Firm, Sarah Norkor Anku, said the firm believes in the transformative power of intellectual property to drive innovation and to catalyse economic growth for entrepreneurs.

She said this was why the firm has committed to working with the entire ecosystem including business associations, innovation and tech hubs across the continent to demystify IP and to help young innovators, especially women entrepreneurs, to navigate the complexities of IP in a way that enables them to derive full commercial value from their ideas.

Role of IP

A consultant and Partner at the Firm in Gambia, David Jeng, led a session on the intersection of IP and the SDGs, highlighting the critical role IP plays as an incentive for innovation and creativity, which in turn are key to the success of the SDGs.

The seminar empowered young women entrepreneurs to gain comprehensive understanding of their IP rights, the thematic link between IP and the SDGs, emphasising how IP can contribute

to addressing global challenges. Participants also gained practical insights and were provided with the tools for protecting and commercialising their innovative ideas and creations.

The Firm also launched its ground-breaking Academy - the SNA IP Academy to provide on-demand training in IP for all interested participants.

Global Director at the Oxford Africa Women Leadership Institute, Odelia Ntiamoah, for her part, emphasised the importance of the partnerships with SN Anku to advance women entrepreneurs:

"Partnerships between organisations such as SN Anku IP Firm and the Oxford Africa Women Leadership Institute are essential for creating opportunities and empowering women entrepreneurs to thrive in today's competitive landscape.

"By providing access to resources, knowledge, and networks, we can drive meaningful change and foster the growth of sustainable women-led businesses," she stated.