

Adams & Adams Africa Update now available

The Adams & Adams *Africa Update* is a summarised compendium of significant legal, IP and economic developments across Africa, as well as a report of activities and involvement in the continent's jurisdictions.



Economic growth goes hand in hand with progressive intellectual property protection systems that are aimed at fostering technological and industrial innovation and development. Economists predicted growth in Africa to rise to 3,5% in 2019.

As per the last evaluation, this figure is likely to be lower, affected in part by policy uncertainty within many jurisdictions at the difficulties involved in accessing the crucial economic data and market intelligence required to make strategic decisions for investment on the continent.

The willingness of many clients to invest in Africa must be supported by easy access to reliable information, thus enabling informed decisions to be made.

A direct strategy for the African continent

In addressing this demand for information, Adams & Adams have decided to launch an advisory unit to provide their clients with reliable and insightful information enabling them to direct their strategy on the African continent.

It is believed that the Adams.Africa Advisory will add significant value to their existing service offering, arming intellectual property owners with additional data to facilitate informed brand strategies on the African continent.

Crucial to economic development and investment is the need for African countries to make significant improvements on the legislative front, bringing their laws in line with developed nations. There continues to be a significant improvement in the development of local IP legislation in many African countries. Some of these changes are highlighted in the publication.

Adams & Adams continues their involvement in assisting with the development of IP laws in Africa, by supporting governments, the relevant ministries, as well as the Registries - providing inputs on procedures - while working closely with our African partners throughout the continent.

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