



MAURITIUS | AFRICA
FINTECH HUB

World Intellectual Property Day 2023

Women and IP: Accelerating Innovation and Creativity

MAURITIUS RESEARCH & INNOVATION COUNCIL (MRIC)

26th April 2023





Benazeer Saïdoo

MAFH CEO



Mauritian Professional
+13 years of experience

Specialisation

Communications & Marketing, Business Development, Strategic Planning, Digital & Project Management

Industries covered

Entertainment, insurance, real estate, retail, education, sports, arts & culture, technology, finance

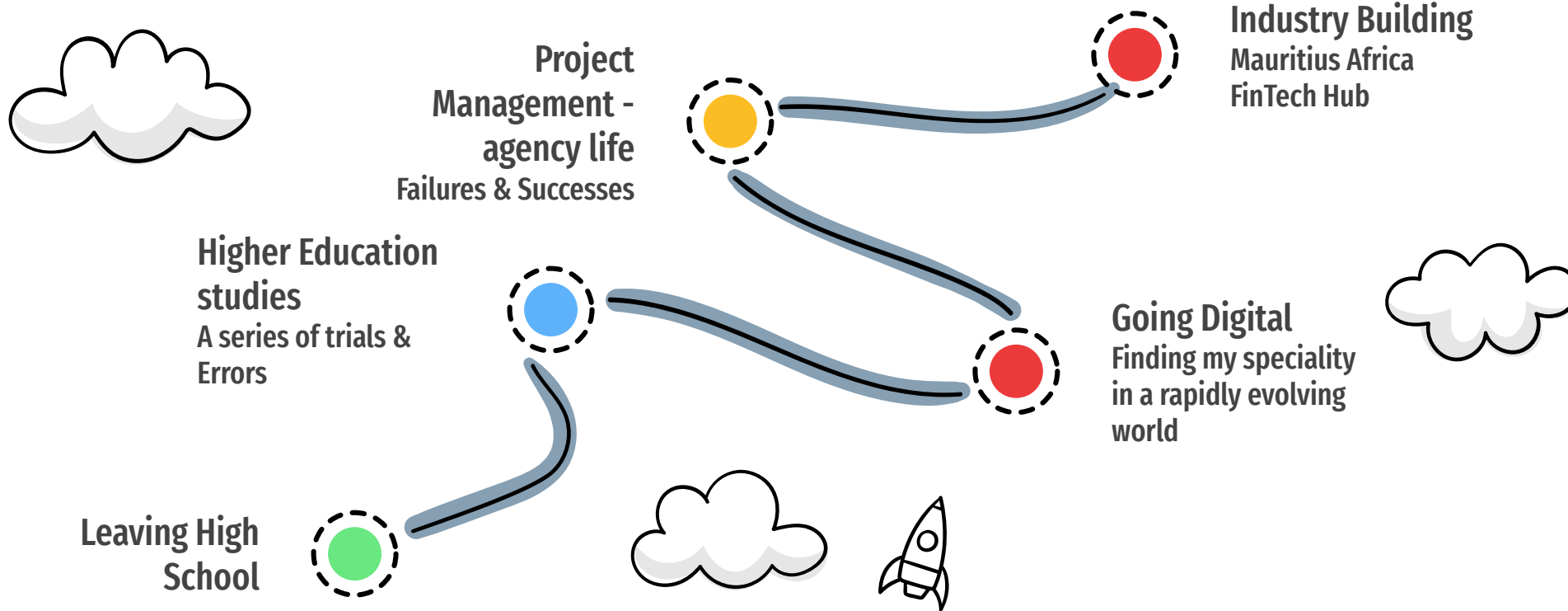
Some key past initiatives

FinTech ecosystem mapping & research exercises for Mauritius, workshops, networking initiatives (Africa FinTech Festival), Future FinTech Champions programme

Current focus

Developing regional & global partnerships, projects and growth opportunities for the local and regional ecosystem

MY JOURNEY



FINANCIAL INNOVATION



FinTech, or financial technology, refers to the use of technology to provide financial services to consumers and businesses. It encompasses a wide range of products and services, from mobile banking and online investment platforms to digital currencies and robo-advisory services.

Traditional financial institutions and start-ups are both competing and constructively working together to develop and deploy FinTech products and services. Companies should clearly define and protect their intellectual property with registrations and documentation, especially when working with multiple third parties. A company may then control use of its IP rights, including permitted use under licensing and collaborative arrangements (*Medeiros M., Norton Rose Fulbright LLP, Financier Worldwide*)



Some tips in accelerating Innovation & Creativity



Build skills and mechanisms to better cope with the risks involved in bringing an idea into existence



Growing a business is a dynamic process, where resilience and clear communication is key



Monitor how tools are evolving to make efficient use of your time for maximum output in your activity



Keep an open and agile mindset and regularly expose yourself to novel ideas and concepts (but also, develop understanding in copyright, industrial designs, patents, etc)



Maintaining an open dialogue and engaging all relevant stakeholders in the process of public policy making

INNOVATION ACROSS INDUSTRIES



Green Dehydration

Dehydration technology is starting to catch on as a means to help address transportation constraints as well as problems of food waste and food security. Through this green (solar-powered, electricity-free) tech, vegetables, meats, and other perishable goods can be preserved with their quality and properties still intact. Along with helping food processors reduce waste, this practice is proving effective in empowering farmers in remote rural areas whose products must have a long shelf life so that they can make it to market.

Source : Board of Innovation



Consumer Packaged Goods and AI

With machine learning, businesses can increase the output, quality and reliability of what comes out of their factories. It can help determine where to purchase and install equipment, can considerably reduce processing times through efficient data and order processing.

Source : FoodDive



INNOVATION ACROSS INDUSTRIES

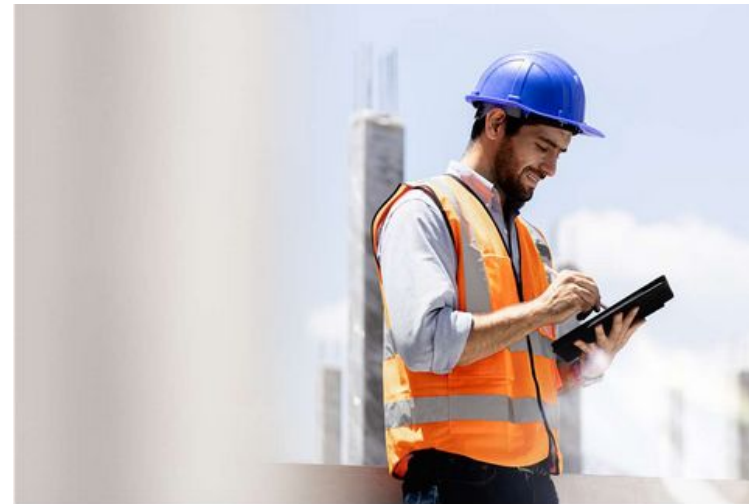
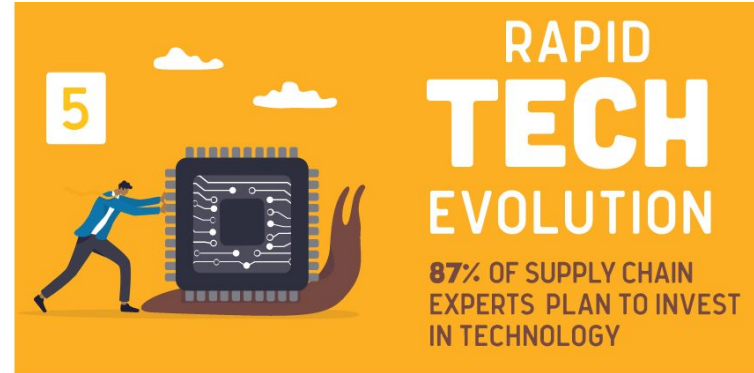


Embracing and managing change

Successful wholesale distributors invest in a variety of technologies to ensure a fluid purchase process from start to finish. They also embrace tools that help them track, understand, and analyze every customer touchpoint with their companies to maximize customer experience.

Wholesale distributors are at a crossroads unlike any they have ever faced. But they've already made great strides in adopting technologies to help them rise above any adversity coming their way. By sustaining that momentum, they can not only survive, but thrive in the coming year and beyond.

Source : The Future of Commerce



Adopting IoT

The Internet of Things or IoT is a network of physical objects that connect and relay data to a computer system.

For example, a taxi company can receive real-time data on their vehicles, such as maintenance needs, mileage, and geolocation.

IoT is making its way into the construction industry, improving safety, performance, and on-site accountability.

An IoT can connect to compatible drones, smart hardhats, vehicles, and tools to provide managers with up-to-the-minute information.

Source : Construction Technology



Thank you for your Attention

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