

World Intellectual Property (IP) Day 2025

IP and music: Feel the beat of IP

Venue: Caudan Arts Centre,
Caudan Waterfront,
Port Louis

Date : Friday,
02 May 2025

Time : 09:00 – 15:00 hrs



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IP AND MUSIC: FEEL THE BEAT OF IP

INFORMATION NOTE




The World IP Day is usually celebrated each year on April 26th. This event coincides with the date on which the Convention Establishing the World Intellectual Property Organization (WIPO) entered into force in 1970. World IP Day aims to celebrate creativity and the contribution made by creators and innovators to the development of economies and societies across the globe.

This year's theme chosen by WIPO is ***"IP and music: Feel the beat of IP"***. Music permeates every sector, and IP fosters the presence of music beyond its own realm. From film, entertainment, and technology, to fashion, video games, and consumer goods, IP rights empower cross-industry connections with music, enabling creative synergies and innovation across sectors that fuel economic growth. Even when it's not on our minds, the beat and rhythm of music and IP are always present in our lives.

The MRIC seminar marking World IP Day 2025, which is being held on the 30th April, will highlight how the combination of creativity and innovation, backed by IP rights, keeps the music scene thriving for the benefit of everyone. Through a series of interventions by local and international speakers, we aim to explore how IP rights and innovation policies support creators, innovators, and entrepreneurs to bring fresh ideas to the music industry, safeguarding the work of songwriters, composers, performers, and all those who shape music.

Draft Programme	
09:00 - 09:30	Registration of Participants
09:30 - 09:40	Welcome Address <i>Prof T Bahorun, Executive Director, Mauritius Research and Innovation Council</i>
09:40 - 09:50	Address <i>Dr the Hon K S Sukon, Minister of Tertiary Education, Science and Research</i>
09:50 - 10:30	TEA BREAK
(10:30 – 12:00)	Presentations
10:30 - 10:50	<i>The Music Sector in Mauritius: Existing Framework & Challenges</i> <i>Mr V N Boodhun, Director of Culture, Ministry of Arts and Culture, Mauritius</i>
10:50 - 11:10	<i>La propriété intellectuelle et la musique à l'épreuve de l'économie digitale.</i> <i>Mr J J Arjoon, Member of the Mauritius Society of Authors, Mauritius</i>
11:10 - 11:30	<i>Innovation and Challenges for emerging artists in a fast-evolving society</i> <i>Associate Prof Dr A S Peruman, OSK, Head, Centre for Technology Enabled Learning (CTEL), Mahatma Gandhi Institute, Mauritius.</i>
11:30 - 11:50	<i>AI, Music and IP: Navigating the new frontier</i> <i>Dr V Jha, Registered Patent and Trademark Attorney, Founder and CEO, V Juridique, India</i>
11:50 -12:00	Questions / Answers
12:00 - 13:00	LUNCH / Showcasing of musical creativity and talent by Atelier Mo'Zar
(13:00 – 14:20)	Presentations (online)
13:00 - 13:20	<i>Monetizing Music IP: New Frontiers in the Digital Economy.</i> <i>Dr C A Chukwuji, Chief Executive, PurpleBlue Entertainment Solutions, National Coordinator of the Record Label Proprietors Initiative, Nigeria</i>
13:20 - 13:40	<i>Sustainable livelihoods in the Music Ecosystem in the Global South: balancing innovation and entrepreneurship; informality and copyright</i> <i>Ms A Joffe, Associate Researcher, School of Governance, University of the Witwatersrand in Johannesburg and UNESCO Chair in 'Entrepreneurship and Cultural Policy, South Africa</i>
13:40 – 14:00	<i>The Power of Collective Management: how music licensing promotes creative development</i> <i>Ms C Rowlett, Head of International, Phonographic Performance Limited (PPL), UK</i>
14:00 - 14:20	<i>The Extraordinary Role of Music in Global Culture & Commerce</i> <i>Attorney C J Sanders, Chairman of the National Music Council of the United States, Counsel to the Songwriters Guild of America, USA</i>
14:20 - 14:45	Questions / Answers
14:45 – 15:00	Closing remarks
15:00	Refreshments

Profile of Speakers

	<p><i>Mr V N Boodhun, Director of Culture, Ministry of Arts and Culture, Mauritius</i></p> <p>Mr Boodhun is the Director of Culture at the Ministry of Arts and Culture in Mauritius and he has 27+ years of experience in the field of culture both locally and internationally. His core responsibility is to lead and oversee the development and implementation of policies, programs, and projects that promote and preserve the cultural diversity and heritage of Mauritius.</p>
	<p><i>Mr J J Arjoon, Member of the Mauritius Society of Authors, Mauritius</i></p> <p>Mr Arjoon, known artistically as Zanzak, is a Mauritian teacher, trained sociologist, and passionate artist. A prominent figure in Mauritius' cultural landscape, he blends intellectual depth with musical creativity.</p> <p>He serves as the President of PACSA (Pan African of Songwriters and Composers Alliance) and the Association of Music Authors/Composers in Mauritius, advocating strongly for copyright protection and the rights of music creators.</p> <p>An award-winning songwriter, Zanzak was named Best National Songwriter at the Gamme d'Or Awards in 2001. His creative journey includes the release of three music albums and one book, reflecting a deep commitment to both words and melody.</p> <p>Driven by a passion for songwriting and author's rights, he continues to be a respected and influential voice in the Mauritian and African music scenes.</p>
	<p><i>Associate Prof Dr A S Peruman, OSK, Head, Centre for Technology Enabled Learning (CTEL), Mahatma Gandhi Institute, Mauritius</i></p> <p>Dr Peruman is a professional Carnatic music teacher, performer and researcher whose research encompasses ancient Tamil culture and its compositions to the current evolution of this art form in particular in the Indian Ocean region and among the Global Hindu Diaspora.</p> <p>Dr Adi Sankara has published various research papers on Indian Music in peer-reviewed International journals and has published a book entitled "Singing with Saivite Saints from Tirumurai to Natchintanai". He conceptualized new concept programme like "Ragapriya" and came up with the first practice-based research entitled "Melodious Coexistence: A Creative Exploration" published in the book of abstracts released by the Tertiary Education Commission. Dr Peruman came up with a new concept of fusion classical based music and dance in Mauritius.</p> <p>Dr Peruman has been the recipient of various awards in Mauritius and abroad among which the OSK National awarded for contribution in Music and the prestigious title of "Rasika Puraskaram" from the renowned RasikaPriya Sabha in New Delhi, India.</p>
	<p><i>Dr V Jha, Registered Patent and Trademark Attorney, Founder and CEO, V Juridique, India</i></p> <p>Dr. Jha is a registered Patent and Trademark Attorney and the Founder of V Juridique, a leading IP advisory firm based in India. With nearly a decade of experience in global IP protection and strategy, she advises startups, MSMEs, and research institutions on matters relating to patents, trademarks, and copyrights—including enforcement, commercialization, and portfolio management.</p> <p>Her expertise spans across core IP domains, with a growing emphasis on emerging IP challenges in the digital and creative economies. In addition to her primary practice in patents and trademarks, she also provides copyright advisory related to digital content, licensing models, and rights management in creative and tech-driven sectors.</p>

	<p>A frequent speaker at academic and industry forums, Dr. Jha actively contributes to the promotion of IP awareness and capacity building in innovation-driven ecosystems.</p>
	<p>Dr C A Chukwuji, <i>Chief Executive, PurpleBlue Entertainment Solutions, National Coordinator of the Record Label Proprietors Initiative, Nigeria</i></p> <p>Dr Chukwuji is Nigeria's foremost intellectual property and leadership expert. His expertise in IP, music tech, licensing, and deep understanding of creative entrepreneurship is unparalleled. With a rich history of over 23 years in the IP sector in Nigeria and across Africa, his extensive experience not only adds credibility to his expertise but also instils confidence in his clients and collaborators.</p> <p>Dr. Chukwuji's influence in the intellectual property field extends to his role as an intellectual property facilitator at the programmes organised by the World Intellectual Property Organisation (WIPO), the United Nations Specialized Agency for Intellectual Property, and the Norwegian Copyright Development Association (NORCODE). His contributions to these programmes further demonstrate his expertise and influence in the field.</p>
	<p>Ms A Joffe, <i>Associate Researcher, School of Governance, University of the Witwatersrand in Johannesburg and UNESCO Chair in 'Entrepreneurship and Cultural Policy, South Africa</i></p> <p>Avril Joffe is an Associate Researcher in the Wits School of Governance and holds the UNESCO Chair in Cultural Entrepreneurship and Policy at the University of the Witwatersrand. She is an economic sociologist working at the intersection of academia and practice in the field of cultural policy, culture in urban life, culture and sustainable development, fairness in international cultural cooperation, decent work and the rights and status of artists and cultural professionals.</p> <p>Ms Joffe is also a contributor to the teaching and learning pedagogy of post graduate studies in cultural policy, management and economy. She works with agencies, governments and organisations across Africa and the Global South and is an active member of numerous international associations and councils such as the Global Creative Economy Council, the Expert Facility for UNESCO on cultural policy and governance and the International Cultural Relations Research Alliance.</p>
	<p>Ms C Rowlatt, <i>Head of International, Phonographic Performance Limited (PPL), UK</i></p> <p>Ms Rowlatt is the Head of International at music licensing company PPL. With over 110 agreements in place around the globe covering 95% of the neighbouring rights market by value, Ms Rowlatt is responsible for managing partnerships with collective management organisations (CMO) around the world, ensuring that PPL's members (performers and record companies) get paid when their music is played in markets outside the UK.</p> <p>No two markets are the same when it comes to neighbouring rights, and Ms Rowlatt's work requires in-depth analysis of the types of rights available, the market structure and operational systems and processes in place to collect money for PPL's members.</p>
	<p>Attorney C J Sanders, <i>Chairman of the National Music Council of the United States, Counsel to the Songwriters Guild of America, USA</i></p> <p>Attorney Sanders is one of the entertainment industry's leading international rights advocates for music creators. He currently serves as the longtime chairman of the National Music Council of the United States (the umbrella organization for American music rights and education groups), and as outside counsel to the Songwriters Guild of America. He is likewise a principle advisor to Music Creators North America, Fair Trade Music International, the International Council of Music Creators, and the Native American Music Association.</p> <p>Attorney Sanders previously served as a copyright fellow at New York University School of Law, and has subsequently taught music history and law as an adjunct professor at NYU for over 25 years. He is also a former studio musician, a platinum and Emmy award-winning producer and former Recording Academy/Grammy board</p>

	<p>member, and the former chair of the music community's leading social outreach charity, WhyHunger.</p> <p>From 1986-2004, Attorney Sanders served as counsel to the US National Music Publishers Association, during which time he oversaw the distribution of over \$4 billion in royalties.</p>
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