

WIPO technical assistance in ASEAN Intellectual Property Landscape

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ASEAN IP Agenda

ASEAN IP agenda



ASEAN IP agenda:: missions

provide a firm basis for economic progress,
support economic development,
produce wealth & prosperity

promote trade & investment;
stimulate tech transfer and
technological innovation;
drive competitiveness



expedite realization of ASEAN
FTAs, contribute to the growth
of regional and global trade
liberation

contribute to regional dynamism, synergy
& the enhancement of ASEAN solidarity



ASEAN IP agenda:: directions



ASEAN IP agenda:: objectives

Strengthening IP offices
and building IP infrastructure

Enhancing regional mechanism to
promote assets creation &
commercialization

Strengthen
ASEAN IPR
cooperation

Developing regional IP platforms and
infrastructure

Expanding ASEAN IP ecosystem





WIPO Support to ASEAN IP Agenda

Overview of **WIPO** supports to **ASEAN IP**

WIPO has been actively engaged with ASEAN member states since the 1990s, providing technical assistance and capacity-building support to strengthen intellectual property systems.

In the past decade, WIPO has conducted technical assistance projects in ASEAN countries, covering various aspects of IP, including patents, trademarks, copyrights, and enforcement mechanisms

These projects have reached thousands of government officials, IP professionals, and stakeholders, contributing to the enhancement of IP infrastructure and enforcement capabilities in the region

In ASEAN IPR Action Plan 2016-2025, out of 57 deliverables, WIPO has supported **37** deliverables.

65%

Key outputs of WIPO supports to ASEAN IP

- Expand work-sharing activities for patents among AMSs
- **Database** update and establishment on PT ● ID & TM
- **Studies:** Royalty setting of CMOs; harmonization of formality for TM, ID.
- **Accession to:** PCT, Madrid Protocol, and Hague Agreement and others
- **ASEAN IP Academy** establishment
- Strengthen **financial management** of IP Offices
- **Copyright:** CB for Copyright Offices on audits
- ASEAN Common **Guidelines on examination:** ID, TM and PT
- Adopt the **performance pledge** for IP registration

Strengthening IP offices and building IP infrastructure **70%**
16/23

Enhancing regional mechanism to promote assets creation & commercialization **91%**
10/11

Strengthen ASEAN IPR cooperation

- Study on best practices for **IP valuation**.
- Study on supporting schemes for IP protection & acquisition by MSMEs & creative sectors
- Training program for **IP valuers, the use of GIs, certification and collective marks**
- Collaborative programs bw IP offices and S&T, R&D to identify, protect and manage IPs
- Study to evaluate protection mechanism of GI in ASEAN and foreign markets
- **GRTKTCE:** study, national policies, database network, regional CoC on the use of GRTKTCE

- **Online-filing for:** ID, TM and PT
- **Online system for copyright** recordation/notification
- **ASEAN Copyright Information network** (a centralized page in ASEAN)
- **FS for an ASEAN Patent System**
- **FS for an ASEAN TM Registration System**
- **ASEAN IP Portal:** Link AMS's virtual IP marketplaces
- **ASEAN IP Portal:** integrate searches of ASEAN IP database into IP Portal
- **Database:** IP Offices' PT, TM, ID and © easily accessible for all stakeholders
- **Regional IP Fair/technology marketplace events**

63% **Developing regional IP platforms and infrastructure**
07/11

33% **Expanding ASEAN IP ecosystem**
04/12

- **Enforcement:** Info awareness, private sector involvement in anti-piracy,
- Guidelines for **enforcement** consistent w AMS civil, criminal & admin structures
- Develop **ASEAN guidelines for IPR enforcement** against online infringement
- Workshops on **enforcement**, link IP Offices & judiciary for disposition of cases
- Establishment of an **IPR Helpdesk for MSMEs**
- Establishment of online national and a **Regional ASEAN IPR Helpdesk**
- Support parties in dispute, IP practitioners in the hearing of IP disputes
- Develop an info exchange for online enforcement



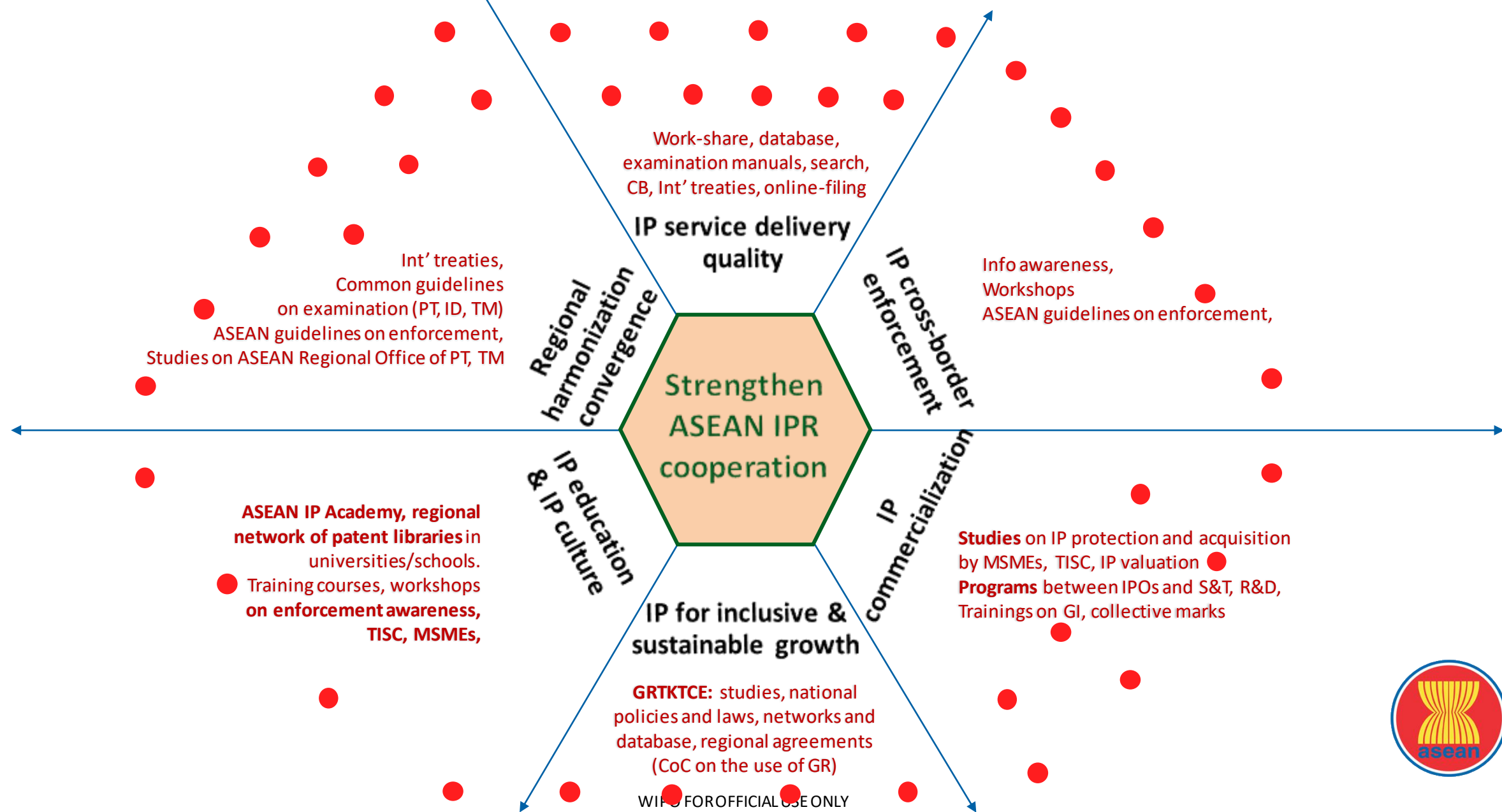
Key outputs of WIPO supports to ASEAN IP

Some of the deliverables supported by WIPO within the framework of the AIPRAP 2016-2025

- Supporting AMS in accessing key international treaties, including the Hague Agreement, Madrid Protocol, PCT. Additionally, **assisted AMS in broadening work-sharing initiatives by facilitating their accession to WIPO CASE.**
- As of August 2023, launched the **ASEAN IP Register**, a one-stop IP information and search facility developed and maintained with WIPO's support, which offers integrated access to the AMS databases on PT, TM and ID
- Providing support to the **ASEAN IP Academy** and **Technology and Innovation Support Centers (TISCs)**
- **Producing Reports** for various studies, including:
 - Collective Management Best Practices in ASEAN
 - Recommendations on Harmonizing the Formality Requirements for Industrial Designs in the ASEAN Region
 - Feasibility Study of an ASEAN Patent System
- Conducted various Capacity Buildings and Training Programs.



Outcomes of **WIPO** supports to **ASEAN IP**



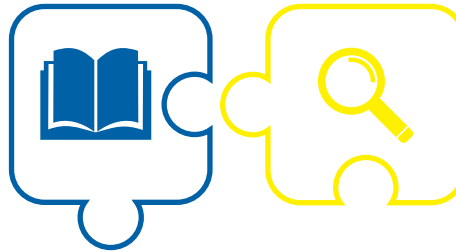
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Outcomes of WIPO supports to ASEAN IP

Strengthening IP Legislation

- WIPO's technical assistance has played a significant role in facilitating the development and enactment of modern IP laws in ASEAN countries, e.g.:
 - provided support to AMS in drafting amendments to its IP laws to enhance protection for trademarks, designs, patents, and copyrights
 - collaborated with AMS to revise its copyright law to address emerging digital piracy challenges



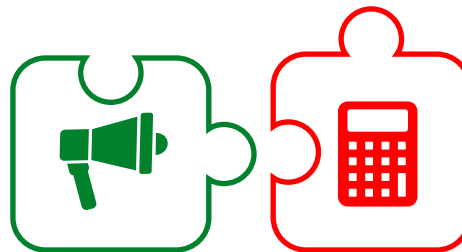
Enhanced enforcement capabilities

- WIPO-supported capacity-building initiatives have contributed to the improvement of enforcement capabilities in ASEAN countries, leading to tangible outcomes in IP enforcement, e.g.
- conducted specialized training programs for law enforcement officials on IP enforcement techniques and strategies,
 - assisted AMS in establishing a specialized IP enforcement unit, and facilitated cross-border cooperation

Improved IP awareness

WIPO's awareness-raising campaigns and training programs have been instrumental in raising public awareness about the importance of intellectual property rights in ASEAN, e.g.:

- collaborated with government agencies and industry associations to launch a nationwide campaign to educate businesses and consumers about the risks of counterfeiting and piracy.
- Support AMS in the development of educational materials and training programs targeting different stakeholders



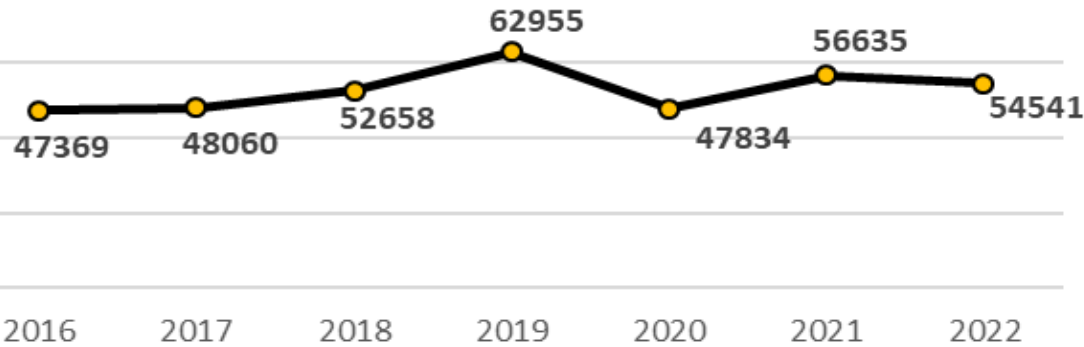
Provide support in the implementation of ASEAN IPR Action Plan

- WIPO has been a longstanding partner of the ASEAN Working Group on IP Cooperation (AWGIPC) in the implementation of AIPRAP.
- WIPO has made substantial contributions to achieving a significant portion of the deliverables outlined in the current 2016-2025 AIPRAP.

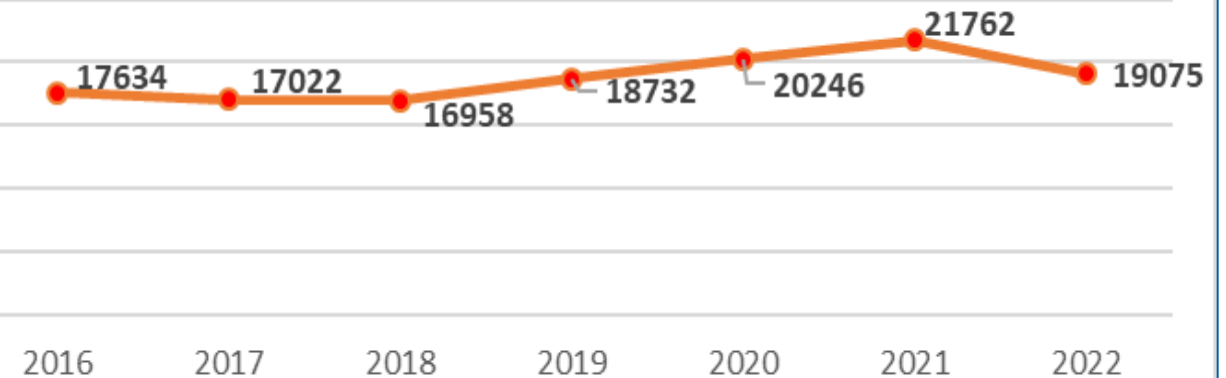
Impacts of WIPO supports to ASEAN IP

ASEAN Filing Trends 2016 - 2022

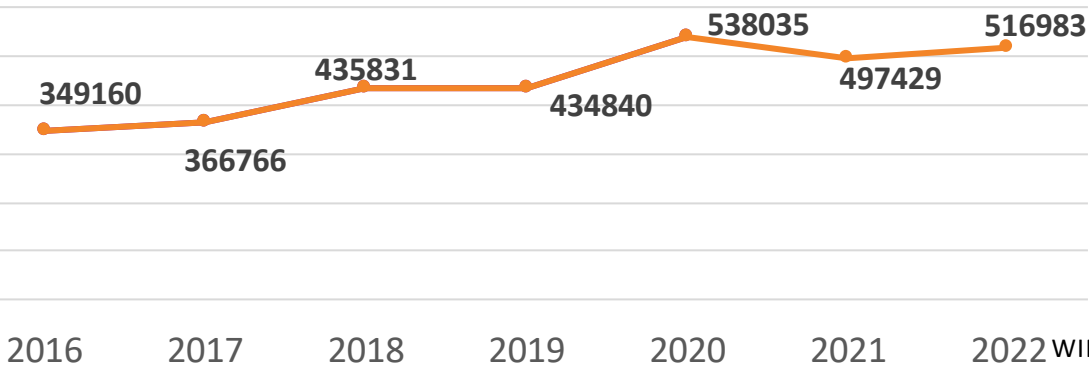
Patents Filing Trend 2016-2022



Designs Filing Trend 2016-2022



Trademarks Filing Trend 2016-2022



Note:

- (i) Data Source – [WIPO IP Statistics Data Centre](#)
- (ii) Data includes filing at national and international level
- (iii) Data set is for nine AMS and excludes Myanmar

Impacts of **WIPO** supports to **ASEAN IP**

Global Innovation Index (GII) 2023

5 out of **10** ASEAN economies rank in the top 50 GI positions.

5th SINGAPORE

30th MALAYSIA

40th VIET NAM

43rd THAILAND

50th PHILIPPINES

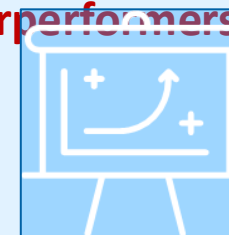
6 ASEAN Economies have **climbed up the ranks** since 2022

- Brunei Darussalam
- Indonesia
- Lao PDR
- Philippines
- Singapore
- Viet Nam



4 ASEAN Economies are noted as being **innovation overperformers**

- Indonesia
- Philippines
- Thailand
- Viet Nam



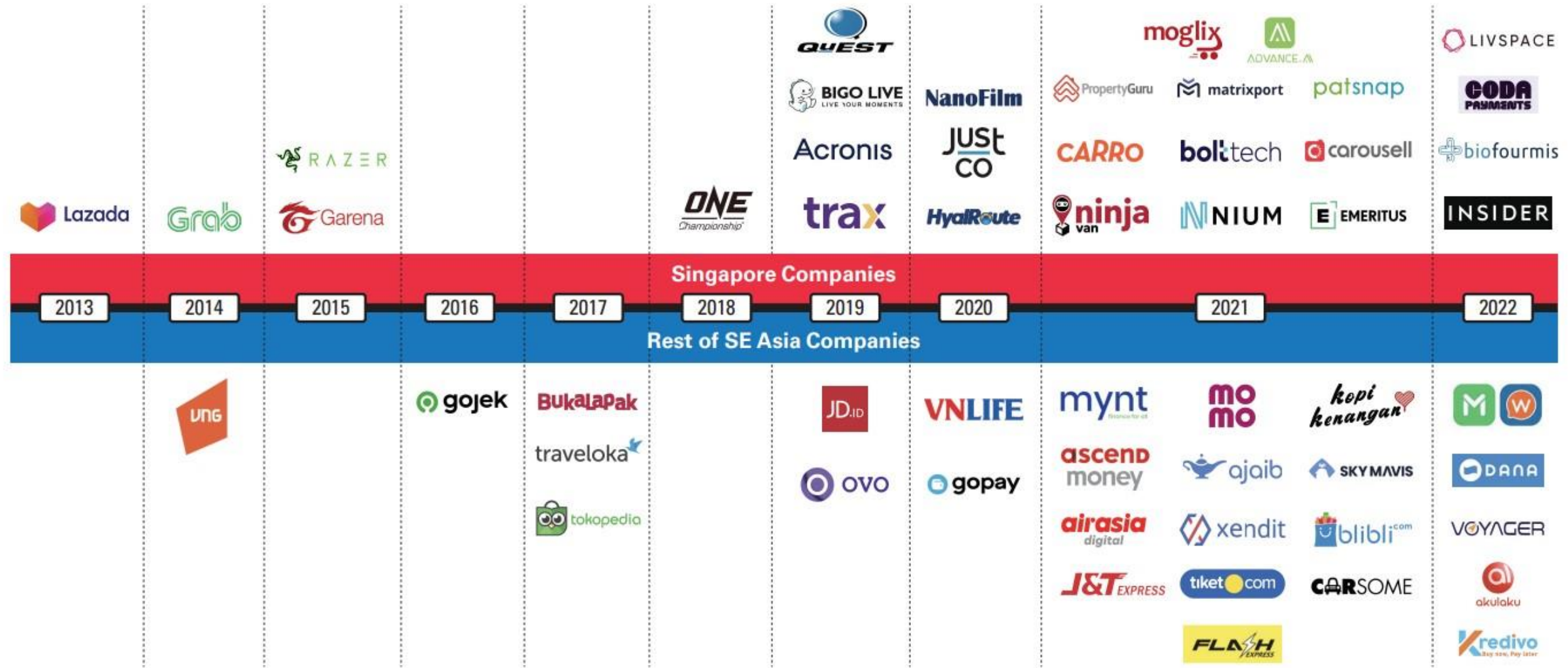
Singapore is in the **TOP 5** most **innovative** countries after Switzerland, Sweden, US and UK.

Top 10 Most Valuable ASEAN Brands

© Brand Finance Plc 2023



Southeast Asia's unicorn club adds 10 new members



Impacts of WIPO supports to ASEAN

Innovative and Dynamic ASEAN

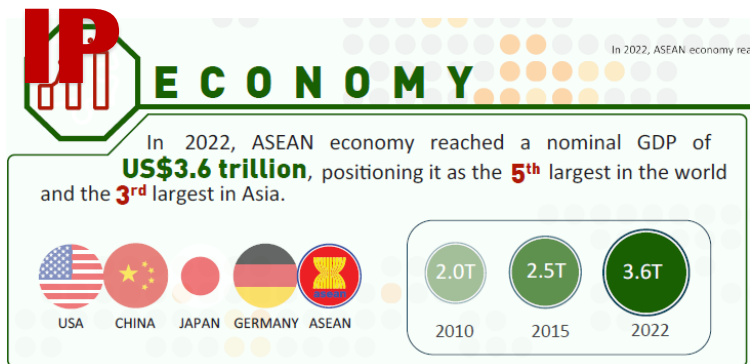
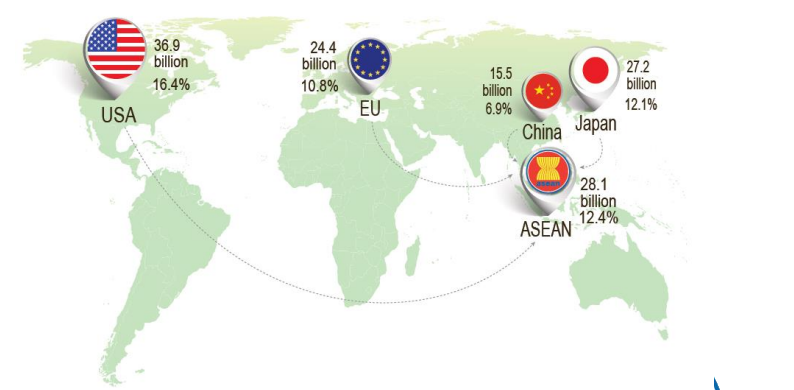
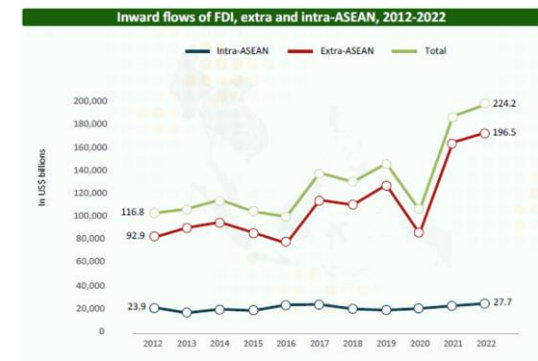
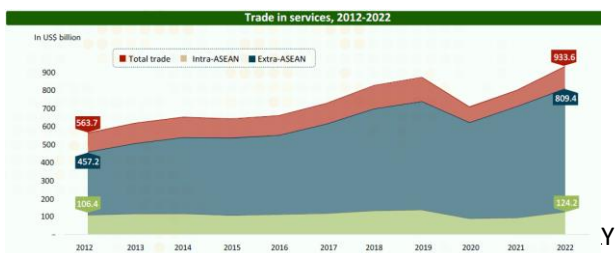
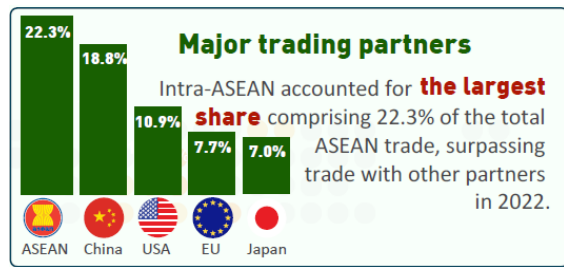
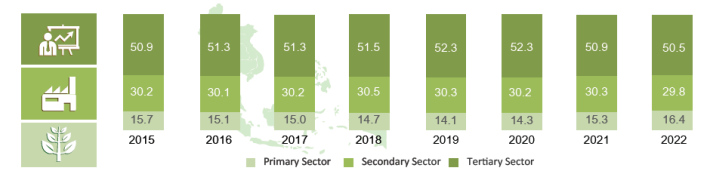


Figure 2.17. Shares of main economic sectors to total GDP (%), 2015-2022



Room to Improve

Identification of challenges faced in implementation

Limited resources and institutional capacity: Some AMS continue to face challenges in effectively implementing and enforcing IP laws due to limited resources, expertise, and institutional capacity

Coordination and harmonization: There is a need for greater coordination and harmonization of IP policies and practices among AMS to facilitate regional cooperation and streamline IP administration.

Ensuring the ownership and sustainability of outputs: It's imperative for WIPO-supported initiatives in ASEAN to not only resonate with strategic priorities but also instill a sense of ownership among AMS and commit follow-ups.

Enhancing Resource Optimization and Collaboration: Strengthening collaboration between WIPO and other DPs can maximize the collective impact of support for the ASEAN IP ecosystem

Improving IP commercialization in the Region (SMEs, intangible assets, TISC,)

Strengthening regional enforcement mechanisms

More focusing on IP inclusive and sustainable growth

Fostering more regional harmonization and convergence of the national IP ecosystem

Areas where further progress is needed



For future plans

For future: Next and Ongoing Projects



Implementation of ASEAN-WIPO MoU



Advanced Databases Services for IP Register Platform



Scoping Study on the ASEAN IP Framework Agreement and Post-2025 AIPRAP

and more...

Post 2025 AEC Vision



- **ASEAN Community Vision 2045**

“Resilient, Innovative, Dynamic and People-Centred ASEAN”.

- **Strategic goals:**

An Action-Oriented Community

A Sustainable Community

An Enterprising, Bold, and Innovative Community

An Adaptable and Pro-active Community

A Nimble and Resilient community

An Inclusive, Participatory, and Collaborative Community



Post 2025 AEC Vision



- **Develop post-2025 IPR Action Plan**

Future Proof, Relevant, Resilient, Adaptable

- **Review of ASEAN Framework Agreement on IP Cooperation (AFAIPC)**

Modernize? Harmonize? Convergence? Continued Cooperation? Upgrade?



New dynamism in the region



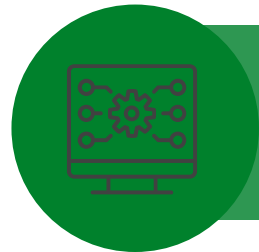
EMERGING AND FRONTIER TECHNOLOGIES

- Artificial Intelligence
- Big Data
- Block Chain
- Internet of Things
- Virtual Reality



DIGITAL ECONOMY

- ASEAN Digital Economy Framework Agreement (DEFA)
- Metaverse
- Online Enforcement
- Intangible Assets



GREEN ECONOMY

- Climate Change
- Circular Economy
- Green Technology
- Decarbonisation
- Sustainability



CREATIVE ECONOMY

- ASEAN Creative Economy and Creative Industries
- Effective Collective Rights Management (CMOs)

Foods for thoughts **without prejudice**



Tailored Technical Assistance:

- Continue to provide tailored technical assistance and capacity-building support to ASEAN member states, considering their specific needs, priorities, and levels of development.
- Customized training programs, workshops, and advisory services should be designed to address identified gaps in IP legislation, enforcement, and administration, ensuring relevance and effectiveness.



Strengthened Collaboration and Partnerships:

- Enhanced collaboration and partnerships between WIPO, ASEAN, and other stakeholders are essential for advancing IP protection and enforcement in the region.
- Strengthening partnerships with regional IP offices, industry associations, academia, and civil society organizations will leverage expertise, resources, and networks for collective action.



Focus on Innovation and Technology:

- Given the increasing importance of innovation and technology in driving economic growth, WIPO should prioritize initiatives that promote IP awareness, capacity building, and support for innovation ecosystems in ASEAN.
- Emphasis should be placed on supporting SMEs, startups, and innovators in leveraging IP assets to commercialize inventions, access markets, and compete globally.



Foods for thoughts **without prejudice**



Capacity Building for IP Valuation and Commercialization:

- Expand efforts in building capacity in IP valuation, commercialization, technology transfer, and licensing to help ASEAN countries maximize the economic value of their intellectual property.
- Training programs and mentoring initiatives should be developed to equip entrepreneurs, researchers, and IP professionals with the skills and knowledge needed to effectively manage and monetize IP assets.



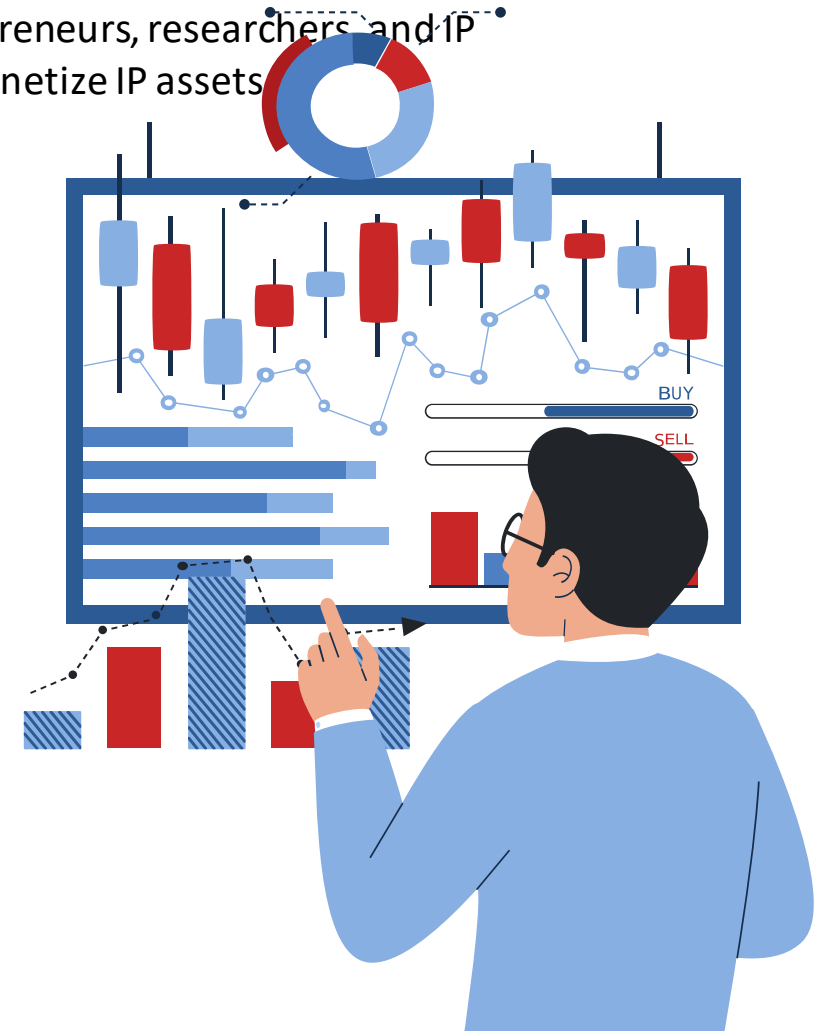
Promotion of IP Culture and Education:

- Continue to promote IP culture and education in ASEAN through awareness-raising campaigns, educational programs, and partnerships with educational institutions.
- Initiatives targeting students, educators, and the general public should be implemented to foster a culture of respect for IPR and encourage innovation, creativity, and entrepreneurship.



Policy Advocacy and Institutional Strengthening:

- Consider advocating AMS for the adoption of IP-friendly policies and the strengthening of IP institutions in ASEAN member states to create an enabling environment for innovation and investment.
- Support may be provided for the development and implementation of national IP strategies, the establishment of specialized IP enforcement units, and the enhancement of IP administration and adjudication mechanisms.





Thank You