



# **Small and Medium-sized Enterprises (SMEs) and Entrepreneurship Support Division**

Study Visit: Intellectual Property Focal Persons of the African Regional Economic Communities and Executive Bodies of the African Union, May 17 – 19, 2016,

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# Introduction

## ■ About SMEs

- Africa Development Bank
  - SMEs are the best candidates to achieve inclusive growth in Africa as they contribute significantly to income generation and job creation.
- International Trade Centre (ITC)
  - Globally, SMEs constitute 95% of enterprises, 50% of gross domestic product (GDP) and about 60 -70 % of total employment
- European Commission
  - SMEs represents 90% of businesses in the European Union (EU)
- European Investment Bank
  - SMEs play critical role in furthering growth , innovation and prosperity in developing countries

# Introduction Contd.

- Challenges facing SMEs development include;
  - Difficulties in accessing finance
  - Policies that are uncondusive to SMEs growth
  - Non-use or inadequate use of Intellectual Property (IP) system
  - Weak SME support structures e.g. weak SMEs support institutions

# Introduction contd.

## ■ WIPO Recognizes

- The significant potential that IP has in enhancing the growth and competitiveness of the SME sector.
- The important role it has to play in promoting the effective exploitation of IP by SMEs
- The need to encourage policy makers to formulate conducive policies that would enable SMEs to effectively exploit IP system in their business strategies that would enhance their competitiveness and ultimately their growth.

# Introduction contd.

- Studies show that most SMEs do not use IP as part of their business strategies. Reasons given include
  - Inadequate IP awareness of potentials of IP in enhancing competitiveness
  - Inadequate competence in IP management and integration of IP strategy in business plans
  - Belief that IP has high protection cost
  - Belief that IP system is complex
  - Perception that IP acts as barrier to access to technology
  - Absence of appropriate policy framework on IP for SMEs
  - Limited interaction between SMEs, universities and research institutes

# SESD – How it Works

- IP Strategy
- IP Policy for Universities
- Transfer of Technology
- Small and Medium-sized Enterprises

# IP Strategy

## ■ Countries

- Must determine their objectives, i.e.
  - where it wants to go; for example promote a particular export; strengthen a particular industrial sector; strengthen enforcement; conform to multilateral or bilateral obligations; strengthen the IP office
- Must determine their current situation, i.e.
  - the current status; existing legal and administrative context, the relevant actors, what are their problems and concerns
- Identify gaps and challenges and suggest solutions.
- Develop strategy document and implementation plan

# IP Strategy Development

## Local Responsibilities

Policy commitment

Define Objectives - Where do you want to go

Determine resources available to achieve objectives - National Partners

Identify local expert - Desk review - Where are you now - What are the strengths/challenges - Identify stakeholders

Identify local expert - Conduct interviews - What are the strengths/challenges - Write strategy - Write implementation plan - Consider risks

Appoint task force of "Change Agents" - Implementation - IP Legal framework - IP administration - IP generators and users - IP support institutions - IP enforcement

## WIPO support

With the methodology

In identifying stakeholders

With questionnaires for interviews

With guidelines for writing strategy

With guidelines for writing implementation plan

With international expertise - Participate in interviews - Mentor the writing of the strategy

With reviewing and commenting on strategy document

With implementation - IP Legal framework - IP administration - IP generators and users - IP support institutions - IP enforcement



# IP Policies for Universities and Technology Transfer

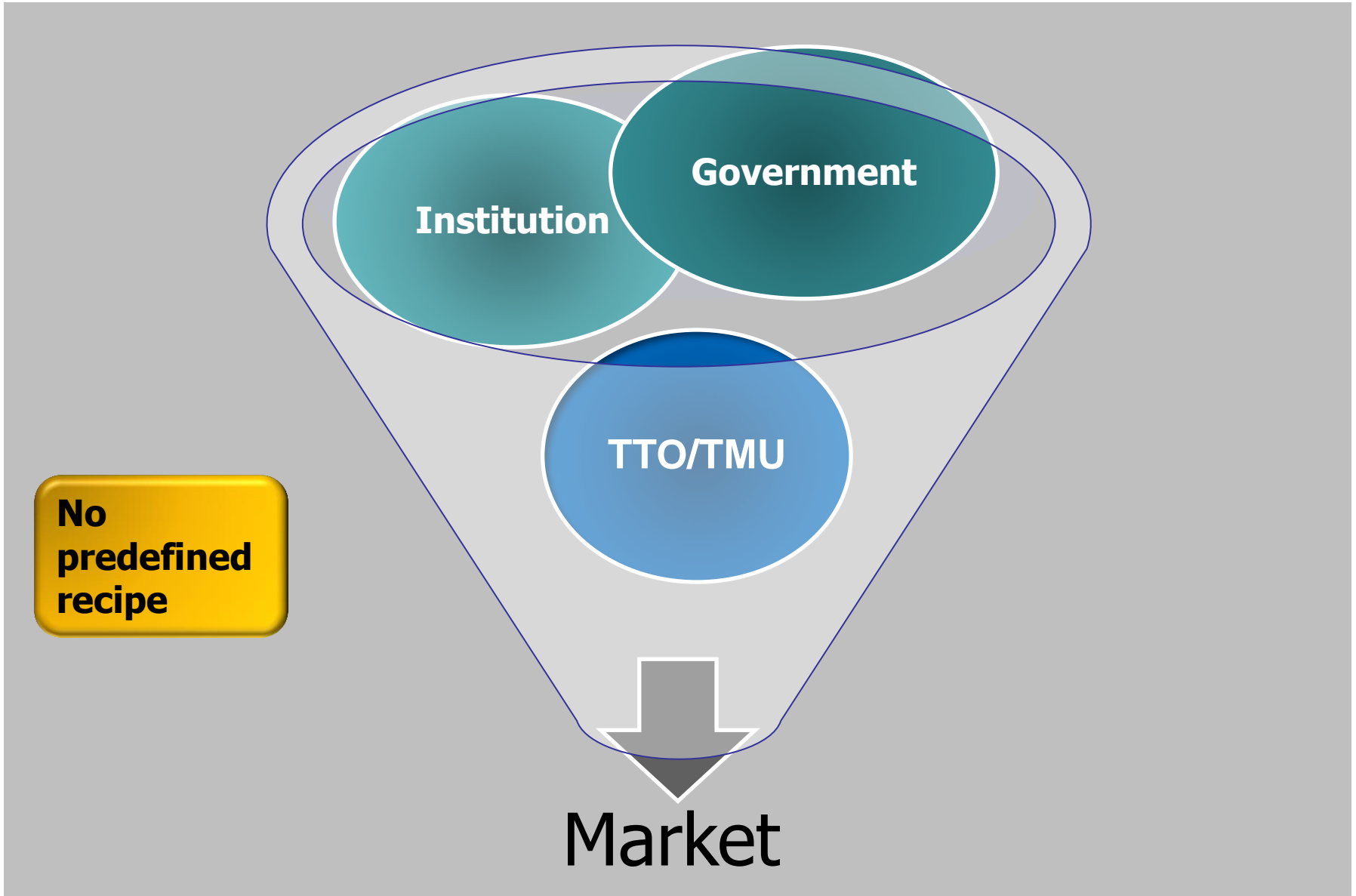
- IP Policies for Universities

- Technology Transfer

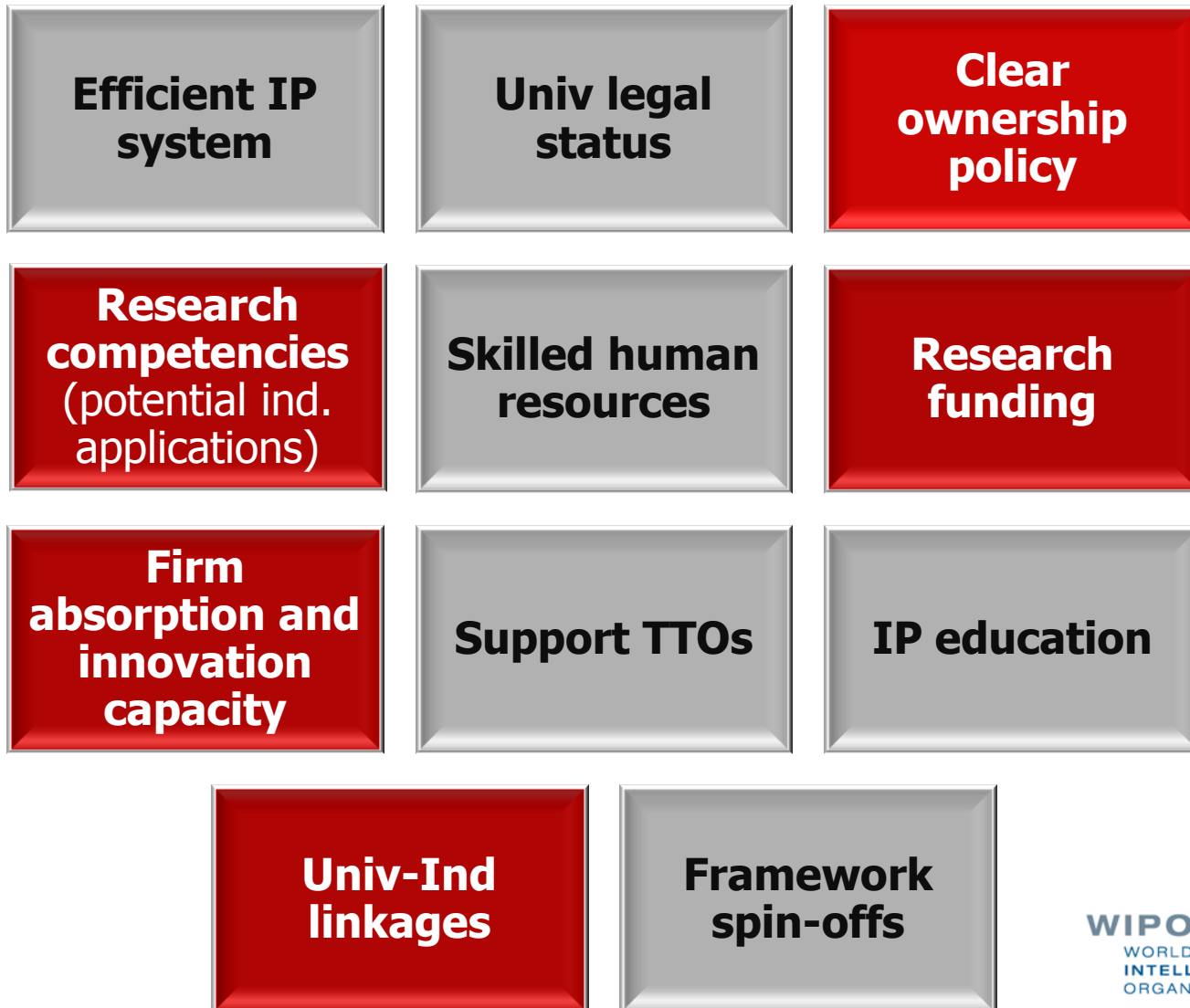
# Assist MS to develop Institutional IP Policies and supportive services

- Emphasize the important role of technology transfer and dissemination of research results for the **benefit of the society**.
- Create a **legal certainty** that promotes scientific research and a harmonious working relationship between industry and academia.
- Set the framework for the way that an institution intends to deal with the **ownership** and **management** of its IP, and with **fair sharing of benefits**.
- Encourage **dissemination of research results** for the greatest public benefit.
- Strengthen **capacity of using the IP system** at the level of universities and research institutions.

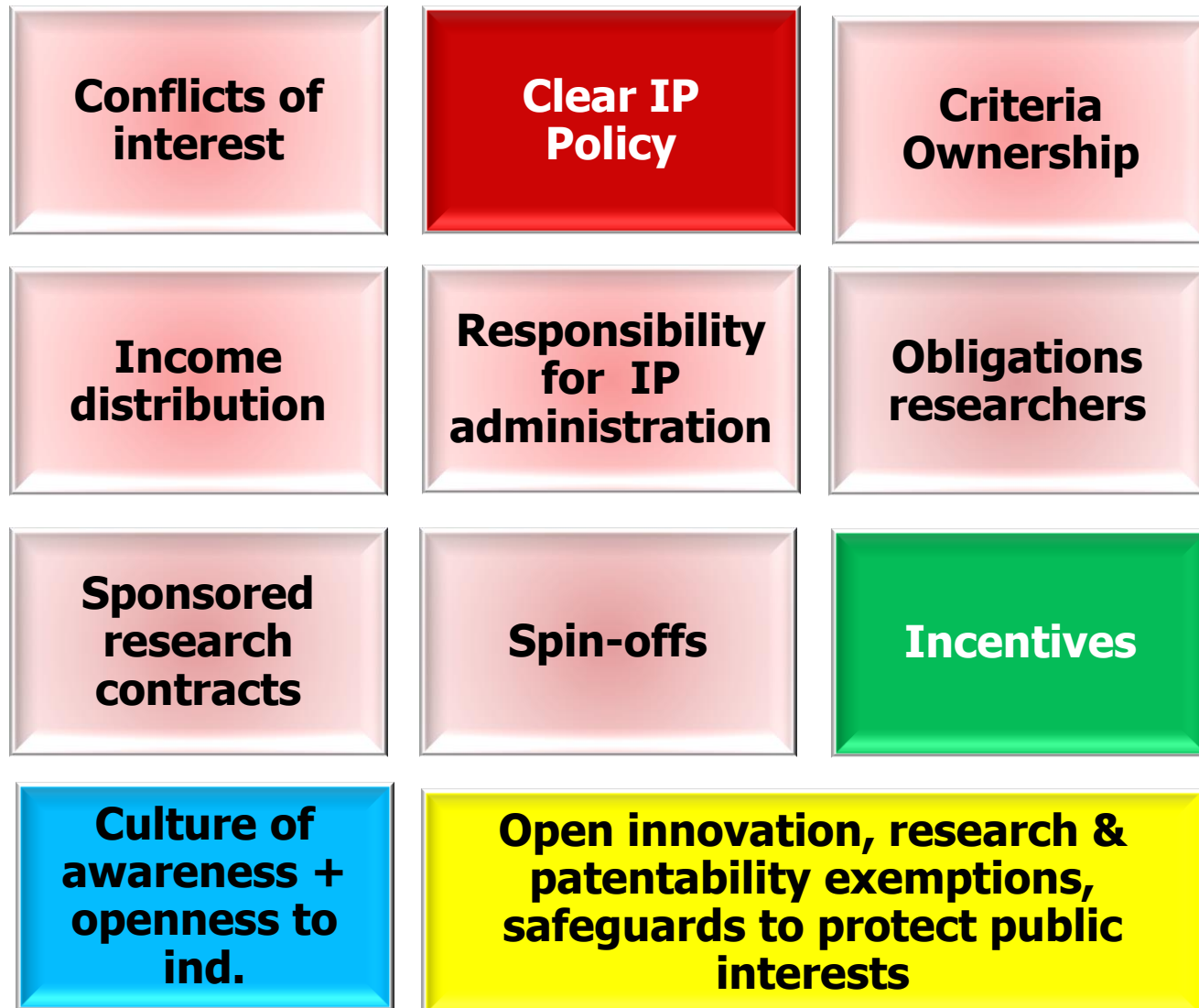
# Preconditions to Foster IP-based Technology Transfer -<sup>11</sup> Holistic Approach



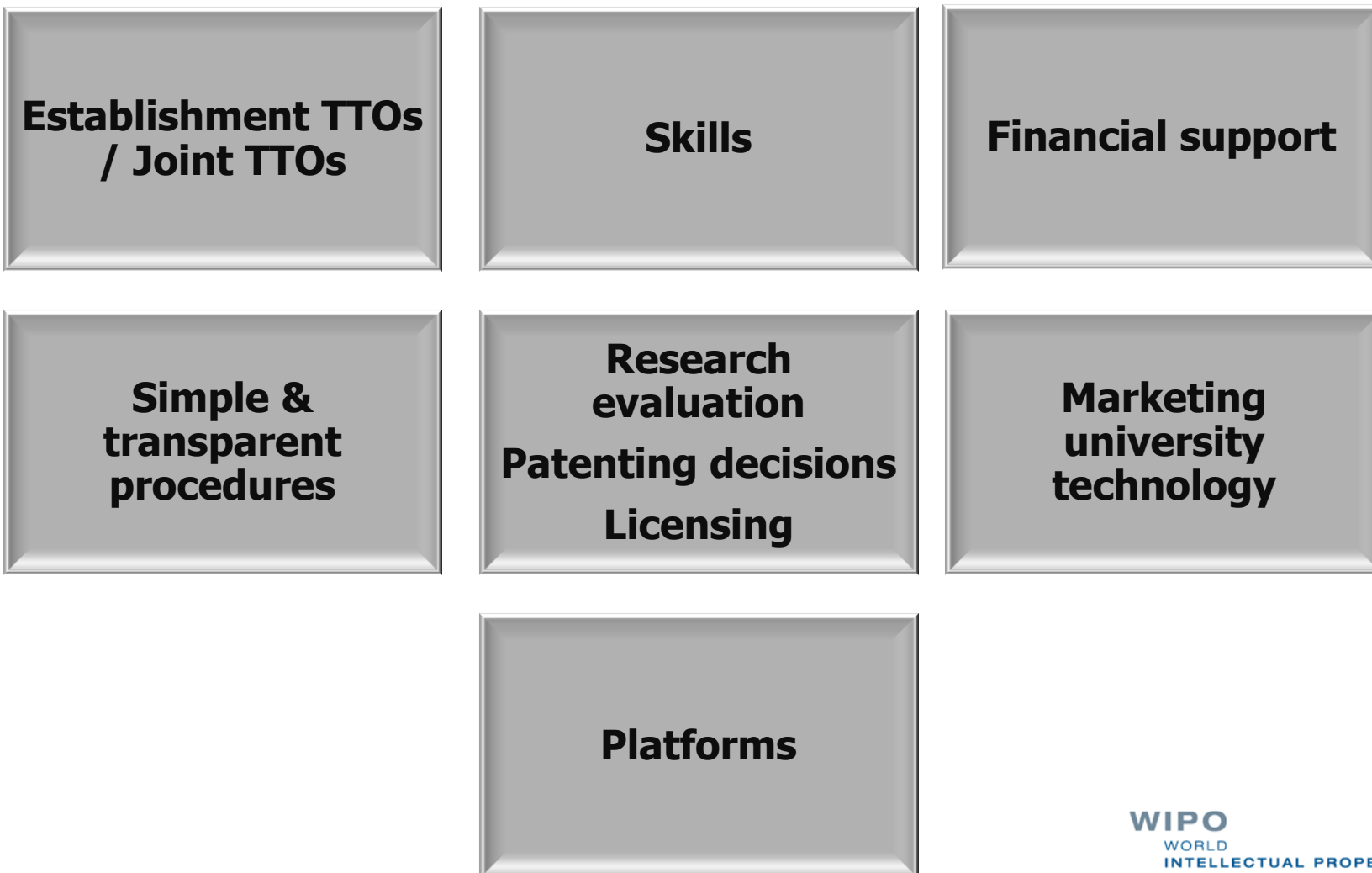
# Factors Facilitating University-Industry Technology Transfer at National Level

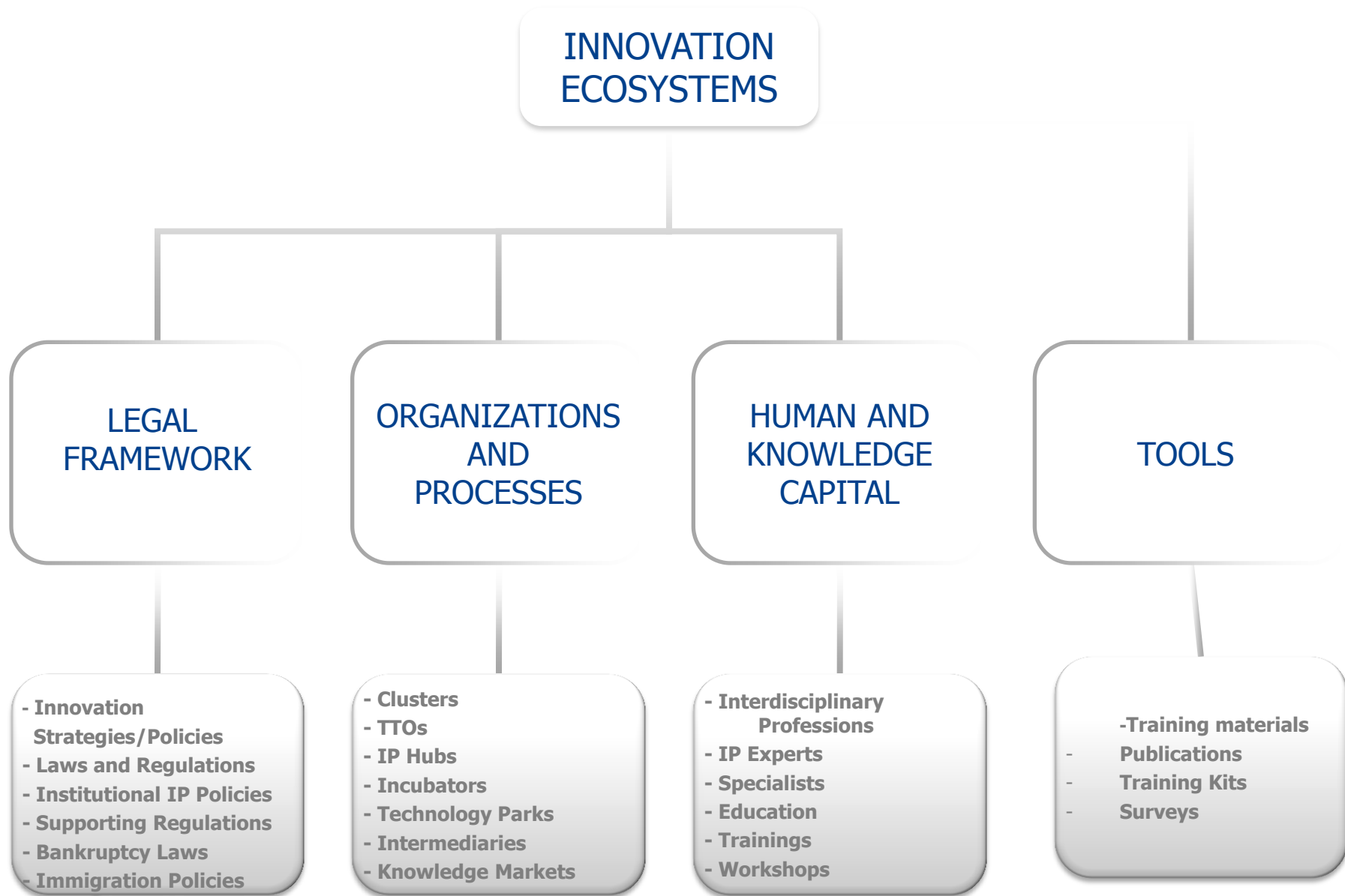


# Factors Facilitating University-Industry Technology Transfer at **Institutional Level**



# Factors Facilitating University-Industry Technology Transfer at the **Level of TTOs**





# IP Policies for Universities

## ■ Support Activities

- Awareness raising

- Projects

## ■ Tools

- Sample Policies, Best Practices, Guidelines, Models
- Website, information and training materials
- Models - Model policy for Africa (in preparation)
- Website:

[http://www.wipo.int/policy/en/university\\_ip\\_policies/index.html](http://www.wipo.int/policy/en/university_ip_policies/index.html)

## ■ Cooperation

- External
- In-house



# Small and Medium-sized Enterprises

- Intervention in regard to IP and SMEs consist of programs and activities on the following four axes:
- Capacity building activities for
  - **Policy makers** to (a) formulate IP policies conducive for SMEs growth, competitiveness and innovation (b) integrate IP components in national/regional SMEs policies, (c) support the set up appropriate SMEs support institutions and (d) establish the necessary linkages among the SMEs, Universities and research institution;

# Small and Medium-sized Enterprises

- **SME support institutions** (chambers of commerce, association of SMEs etc.) to deliver appropriate guidance, support and training programs on IP for SMEs;
- **Strengthening Awareness of SMEs** in understanding, appreciating, importance of protecting IP assets and integrate them in their business plans as tools for growth, competitiveness and success.
- **Assisting relevant SMEs stakeholders** to create enabling environment for making the IP system more accessible, affordable and less complex for the SMEs.

# Small and Medium-sized Enterprises

- Promote a more **active and effective use** of the intellectual property system by SMEs
- Strengthen the capacity of national governments to develop
  - strategies,
  - policies and
  - programs to meet the intellectual property needs of SMEs
- Improve the **capacity of relevant public and private institutions**, such as business and industry associations, to provide IP-related information and training to SMEs

# Small and Medium-sized Enterprises

- Capacity building activities
- International Experts
- IP Panorama – Advanced E-learning tool on IP for Business
- Publications for SMEs for Business series
- Linking Universities/Academia with SMEs/Start-ups

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# Finally

■ Thank you for your attention

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