



ROUNDTABLE:
**International cooperation in building
an equitable and effective Global IP Infrastructure
for the promotion of innovation**

Tokyo - MARCH 2 2010



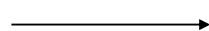
Importance of IP System



Globalization, open competition
open markets



Businesses



Increase competitiveness

Strong capacity of creativity and innovation

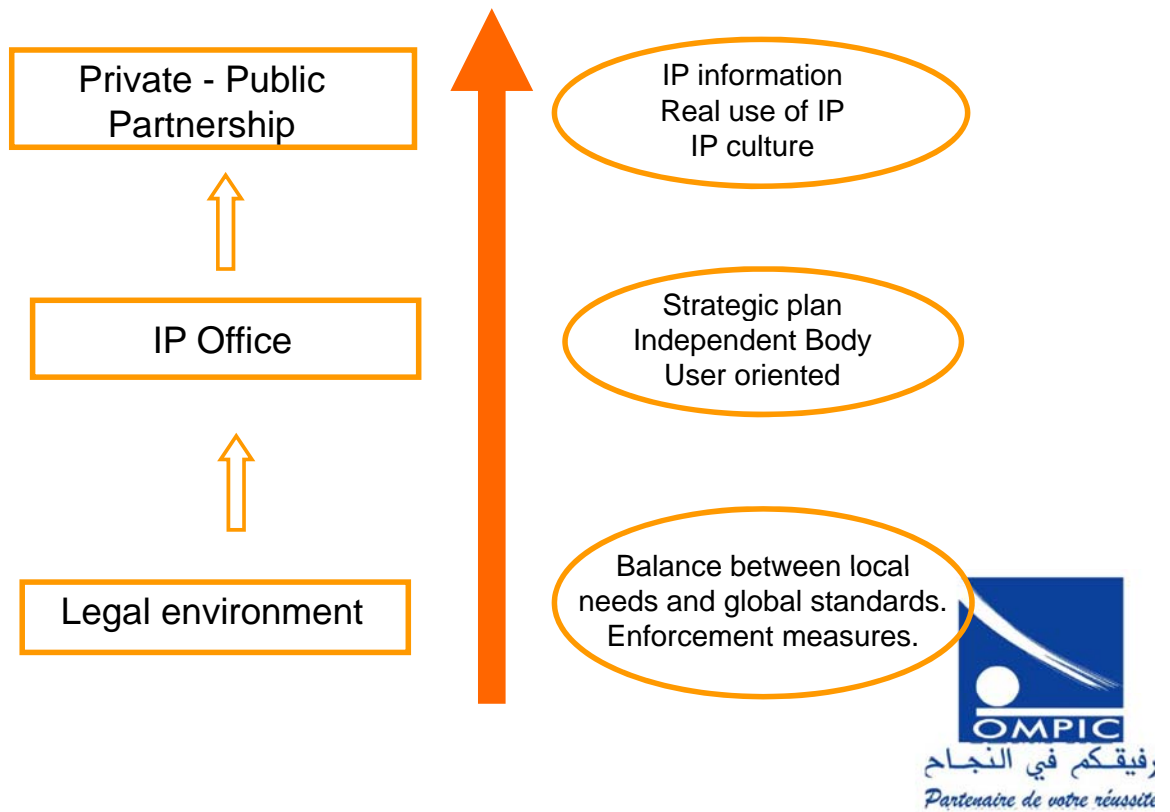


An Environment in favor of protection of innovation

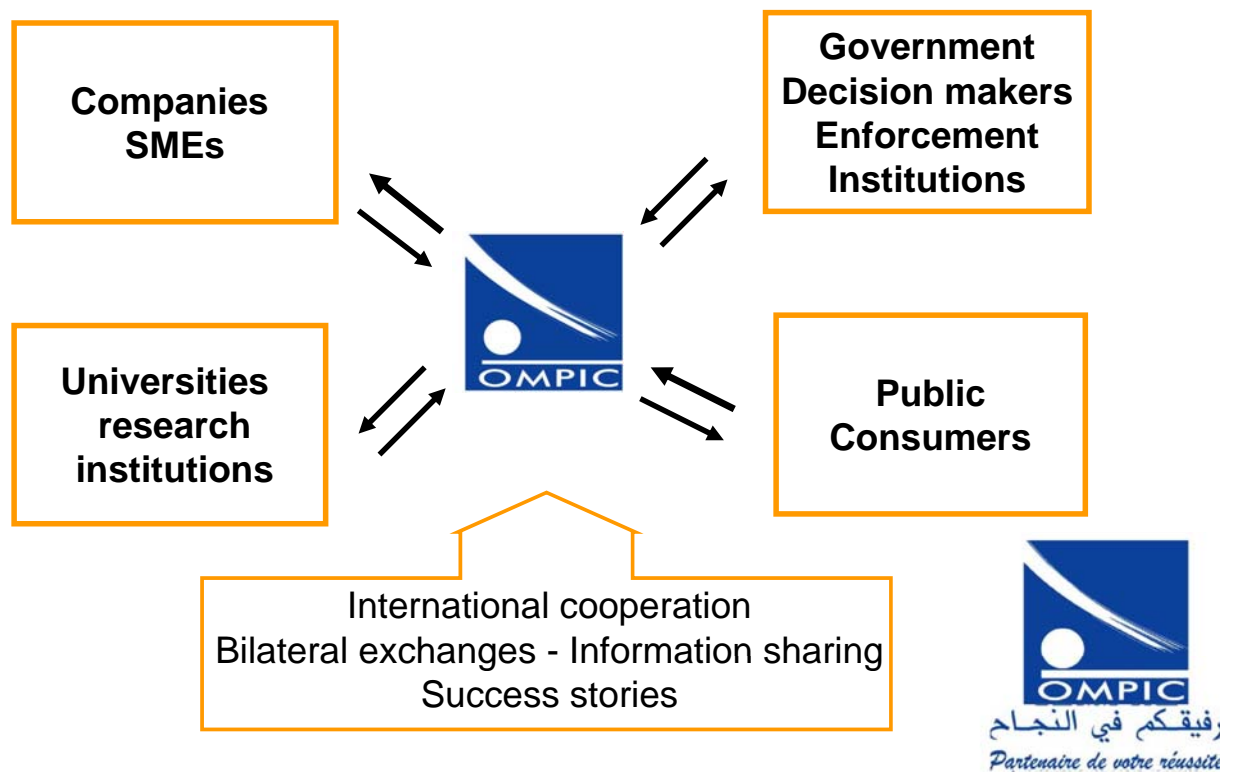
**An efficient IP System widely used
Specially by SMEs**



BUILDING GLOBAL IP INFRASTRUCTURE



INCREASING ROLE OF IP OFFICE



Cooperation activities



In accordance with a strategic plan:

- Legal environment : Laws, Treaties , Enforcement, ...
- Office Infrastructure : Governance, Human resources,
- Information System: Automation, access to databases
- IP culture : Promotion of Innovation, Awareness, Marketing,...



Thanks for your attention

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