

Role of IP Offices in Promoting Innovation, Business  
Competitiveness Economic and Growth

***Topic 2: The Critical Role of IP  
Policies in Modern Economies***

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# Agenda

- Intellectual property and development
- What is a national IP strategy (NIPS)?
- Setting the goals and objectives of a NIPS

# IP and development

- IP is a set of policy instruments used by governments to achieve social and economic development objectives
- trade negotiations in late 1980's – early 90's brought IP to center stage
- the 1994 WTO/TRIPS Agreement set out members' IP compliance requirements

- IP empowers innovators, researchers, scientists, artists, musicians and other creators in their respective fields of work in the broader public interest.
- A national intellectual property system should not be viewed as an end in itself but instead as a means for achieving a greater goal: a better quality of life for citizens.

- IP is cross-cutting and can best support national developmental strategy by being linked to the components of such strategy, for example:
  - poverty reduction,
  - health,
  - culture,
  - education,
  - trade (including regional and global economic integration),
  - science and technology,
  - industrial development,
  - etc.

# **An effective IP strategy balances interests**

encourages innovation by providing protection to  
innovators

**while**

ensures benefits to society

The role of IP in a country's social and economic development can and should be articulated in a well thought-out ***national IP strategy***

# What is a national IP strategy?

- At its highest level: a framework of measures, set out in a document, which outlines how national IP policies and plans are to be developed and implemented as an integral part of the broader national socio-economic development framework.
- At a lower level: a framework of measures applied to achieve identified, measurable objectives at an institutional level.



# A national IP strategy

- ... is an important component of a broad, over-arching, national “vision” for social, cultural and economic development.
- ... must contribute to achievement of that “vision”.
- ... is dynamic and continues to evolve as the country’s developmental circumstances and needs evolve.
- ... enables stakeholders to work together to create, own, and exploit inventions, innovations and works of creativity ***to improve the quality of life.***

## National IP strategy (cont'd)

- An effective national IP strategy addresses central issues in the development challenge by:
  - improving access to knowledge and technology,
  - promoting local innovation and creativity,
  - adding value to national brands, and
  - protecting indigenous economic and cultural assets such as bio-diversity and traditional knowledge.

## National IP strategy (cont'd)

- There is no “one size fits all” model or template for national IP strategies but a useful methodology for defining an appropriate strategy is evolving.
- It is important that an IP strategy be linked as directly as possible to the pace and characteristics of social development and economic growth.
- Once defined, the IP strategy is implemented through carefully formulated IP laws, programs and activities that conform with the nation’s developmental goals.

# Specific Objectives of a national IP strategy may Include:

- Creation of sustainable consultative networks/coordination mechanisms involving all relevant stakeholders, public and private (e.g. a National IP Forum)
- Increase of public awareness of IP, its management and economic potential;
- Analysis of available options and mechanisms to ensure a fair balance of interests, between incentives to innovate and constraints on access to and exploitation of knowledge;
- Legislative review or reform to fully support the development and exploitation of IP;
- Review or reform of the institutional framework to fully support the development and exploitation of IP assets;
- Identification of priority areas/clusters for the use of IP as a strategic economic tool;
- Policies and incentives to encourage the development and commercialization of IP assets;
- Specialized training in the areas of valuation, IP administration, management and enforcement.

# Benefits of an IP strategy

Contributes to achievement of the country's "vision" for its overall economic, social and cultural advancement over time.

# Leadership

- strong leadership at every level is an essential requirement for successful development and implementation of a National IP Strategy
- often the national IP Office is well placed to play a key role

**Thank you**