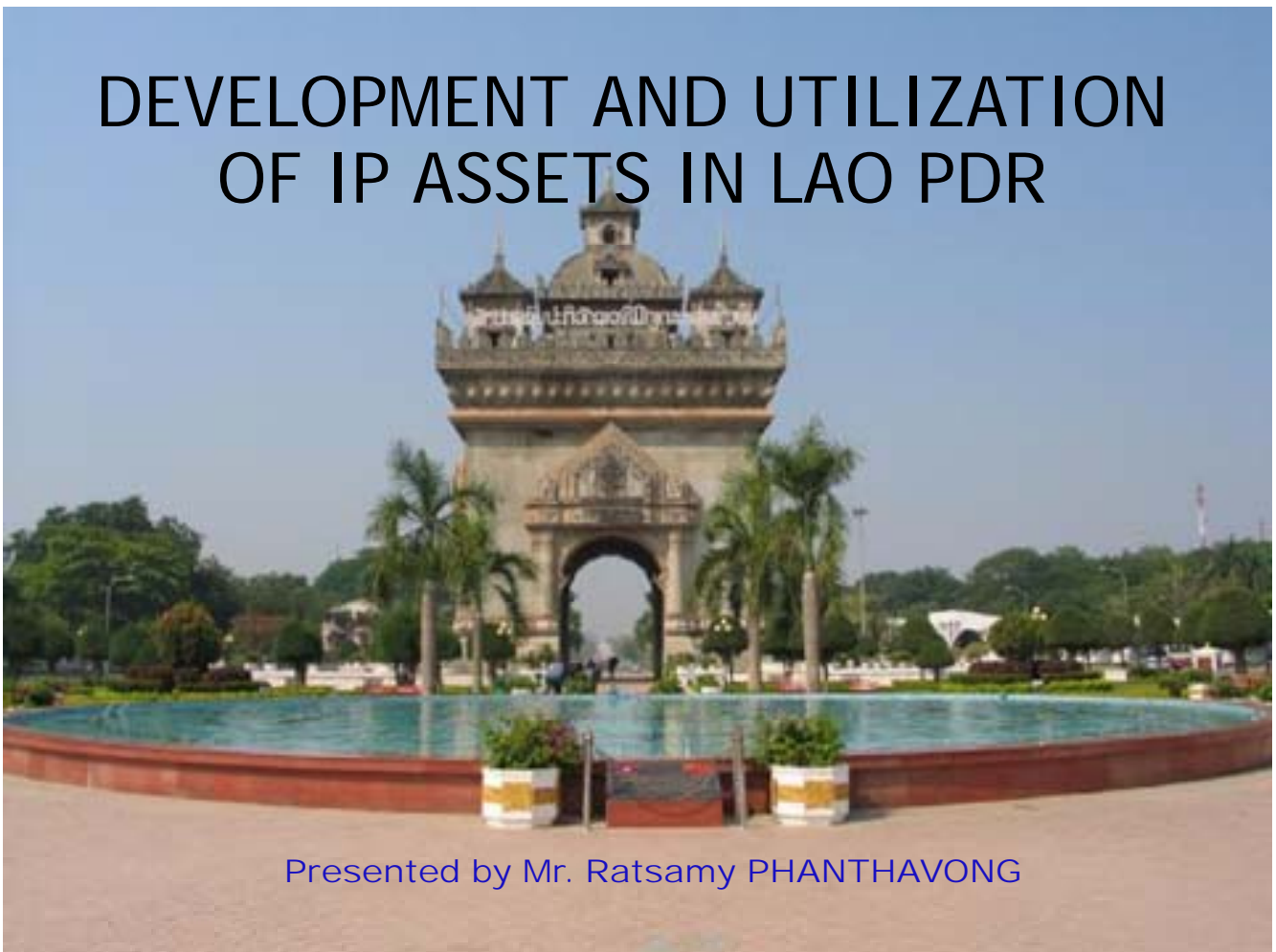




DEVELOPMENT AND UTILIZATION OF IP ASSETS IN LAO PDR



Presented by Mr. Ratsamy PHANTHAVONG

Greeting

Today, I'm very happy to be here with you to present the Development and utilization of IP assets in Lao PDR.

Firstly, I would like to thank WIPO & JPO for giving me opportunity to attend this useful Study Program on Effective Development and utilization of IP assets in Tokyo, Japan.

My name is Ratsamy PHANTHAVONG,
Director of General affairs Division, DIP Lao PDR.

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Introduction

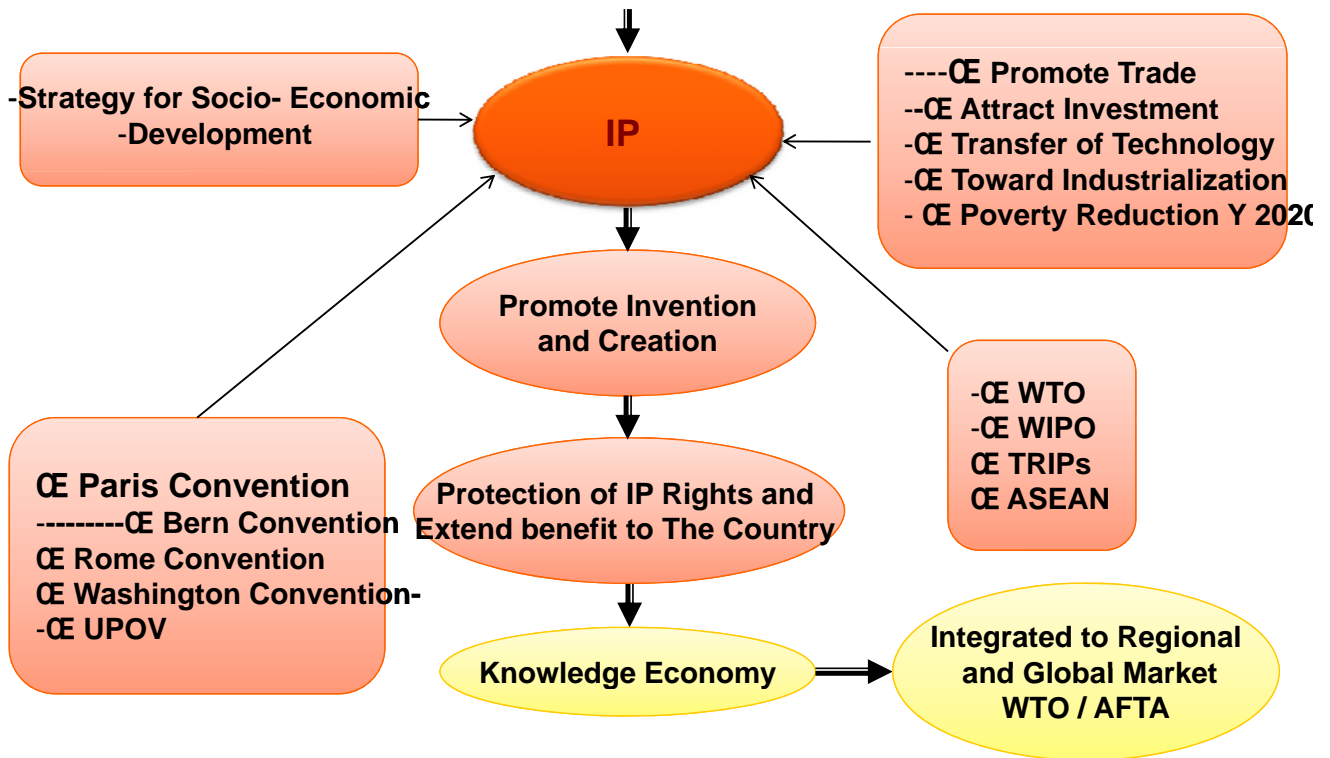
It's well known that IP plays a significant role in the overall socio-economic development of any given country, because it promotes: Inventive and Creative activities, Trade and Investment, Transfer of technology and Flow of knowledge. So, that's why IP issue is considered to be one important issue of the Lao government policy.

Domestic Legislation regarding the IP

- Decree on Trademarks No 06/PM dated January 18th, 1995.
- Regulation on registration of trademark No 466/STEA-PMO amended on March 07th, 2002.
- Decree on Patent, Petty Patent and Industrial Designs No 01/PM dated January 17th, 2002.
- Regulation on Registration of Patent, Petty Patent and Industrial Designs No 322/STEA-PMO dated February 18th, 2003.
- IP law No 08/NA dated 24/12/2007



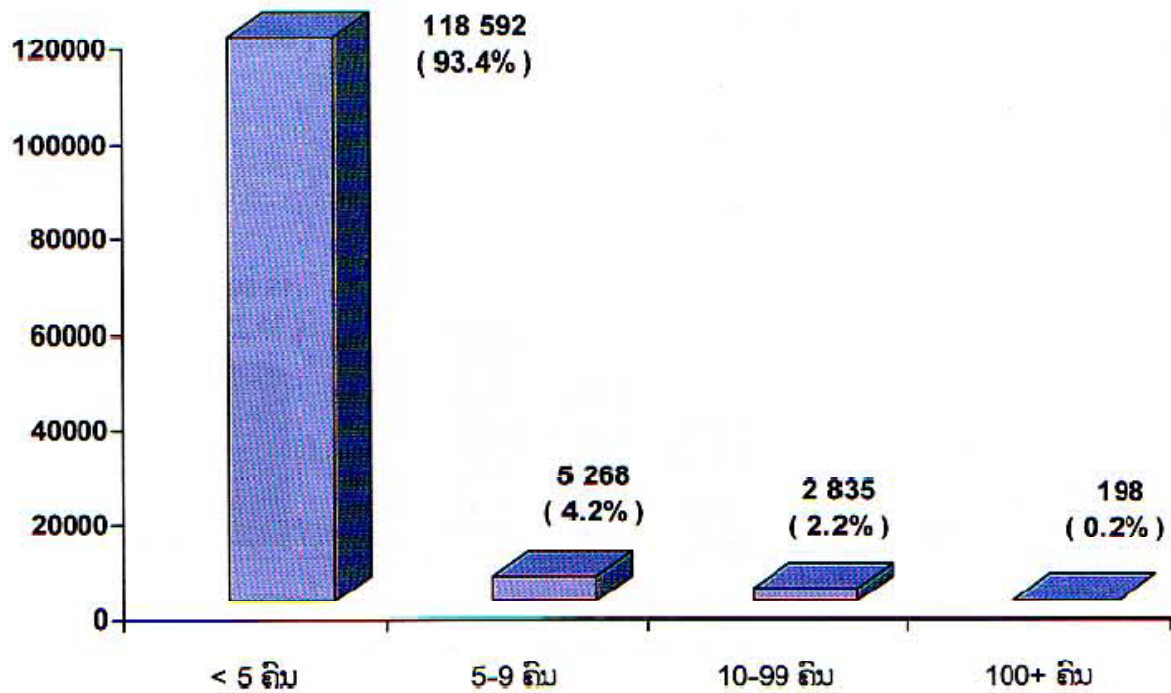
Need for Development of IP Assets



Utilization of IP by Economic Sectors

No	Name of Company	Number of IP	Remark
1	Lao Brewery, Co.	24	Trademark
2	Lao Soft Drink, Co.	5	Trademark
3	Lao Cement, Co.	6	Trademark
4	Lao Steel Industry, Co.	6	Trademark
5	Lao Roofing, Co.	3	Trademark
6	Lao Concrete, Co.	9	Trademark
7	Lao Detergent Powder, Co.	3	Trademark
8	Lao Honda Motors, Co	83 & 16	Trademark & Design
9	Lao-Korea, Co.	08 & 04	Trademark & Design
10	Lao Unilever, Co	24	Trademark
11	Lao Pharmaceutical Factory	12	Trademark
12	Lao Banking	14	Trademark
13	Lao Hotel Group	11	Trademark
14	Lao Trade Association	86	Trademark

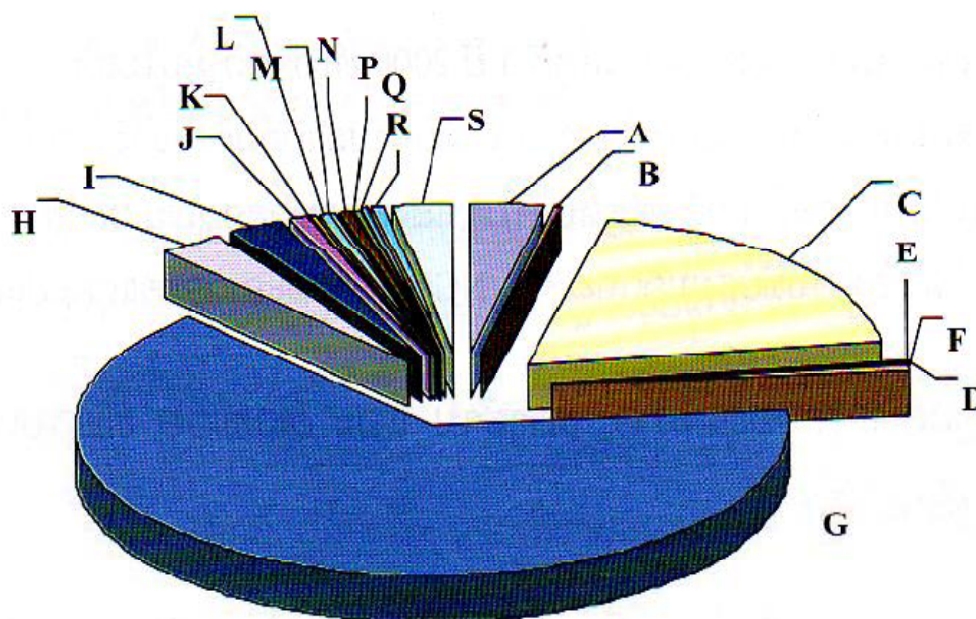
SMEs base on Labors



Percentage of SMEs in Economic Sectors

• A	Agriculture	3.4 %
• B	Mine	0.2 %
• C	Processing	19 %
• D	Electronic appliance	0.1 %
• E	Water appliances	0.2 %
• F	Construction material	0.5 %
• G	Marketing	64.5 %
• H	Communication	2.9 %
• I	Hotel	2.8 %
• J	Telecommunication	0.7 %
• K	Banking & Assurance	0.2 %
• L	Intangible Activity	0.5 %
• M	Science & Technology	0.3 %
• N	Administration	0.6 %
• O	Education	0.2 %
• P	Health	0.3 %
• Q	Entertainment	0.8 %
• R	Others	2.8 %
		100 %

Percentage of SMEs in Economic Sectors



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Successful IP Management Case by Lao Brewery Co.

- Share holder: Lao Beer 50%-Carlsberg 50%
- Invest Fund > 48 M Us\$
- Labor > 700 Persons
- IP (24 Trademarks)
- Internal sufficient consumers 95% Share marketing
- Export to 14 countries (US, Eng, Fr, Germ, ANZ, Hong kong, Japan, VN, Cambodia, Singapore, China & Thailand)
- Main supportor for 25th SEA games, December 2009 in Lao PDR
- The main financial Turn over to state budget

Present situation and future direction

- DISM under NAST since 1993, focal point for IP Management
- WIPO, January 17th, 1995
- WGIPC, July 21st 1997
- Paris Convention, October 8th, 1998
- PCT, January 1st 2006
- Expecting to Access Bern Convention, Y 2010

- Lao Government through NAST and other Ministries concerned have a great intention to strengthen IP system, but still facing with some issues as follows:
 - Legal framework
 - Public awareness
 - Lack of experience and skill staffs
 - Lack of Financial Resource
 - Lack of IP Automation
 - Measure for Infringement
 - International cooperation and so on

- To resolve these above difficulties, the future plan to deal with is as following:
 - Protect IP rights by Law
 - Stimulate Public Awareness at Central and Provincial level
 - Set up IP curriculum into education system
 - Continue to attend workshops and seminars provided by WIPO or other IP Bodies in order to upgrade knowledge and skill of our staffs

- Suggest Government to invest into IP issue and request for more financial support
- Upgrade IPAS, IPWEBSITE and other IP Automation
- Strengthen absolutely Measure for infringers
- Seek to Accede to other Conventions
- Improve ability to cooperate with national and International level

Conclusion

- One of our priority task is to develop Lao IP system because we wish to speed up our Economic, Scientific and Technical development.
- Lao PDR hopefully requires more assistance from Developed and Developing Countries and International Organization so as to identify how to work with these above future plans.

Ending, once again on behalf of Lao PDR participant, I wish to thank all Organizers for warm welcome and hospitality in your modern city Tokyo, Japan.



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