

Institutional Arrangements for IP Education and Training: IP Academies, Training Units and Partner Institutions (Indonesian Situation)

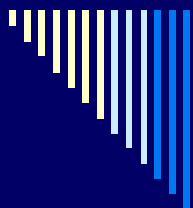
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Director of Cooperation and Development

Directorate General of Intellectual Property Right - Indonesia

WIPO REGIONAL WORKSHOP ON EFFECTIVE MANAGEMENT OF INTELLECTUAL PROPERTY ACADEMY; CHALLENGES
AND RESPONSES

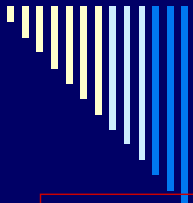
Jakarta, 2-4, February, 2010



DIRECTORATE GENERAL OF INTELLECTUAL PROPERTY RIGHTS

Vision

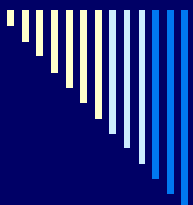
To foster an effective IPR system that
supports the national development.



Mission

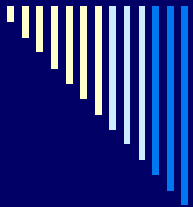
DGIPR administers intellectual property rights system by

- ✓ granting protection, rewards and recognition to every creativity,
- ✓ promoting technology and knowledge-based investment and economic growth,
- ✓ encouraging an innovative and inventive culture.



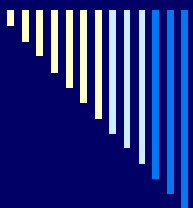
DGIPR's Strategic Policies

- Service of Excellence and Information Technology
- Administration
- Cooperation and Socialization
- Legislation and International Convention
- Law Enforcement



Internal and External challenges, among others:

- How to support IP Development Program by improving Human Resources through IP educational Program



challenges

- IP Program in Indonesia is still relatively new
- Different perception to IP Culture (individual vs communal)
- Low IP Enforcement
- Lack of specialized human resources
- From some Political point of view : IP is deemed as a concept of Neo Liberal



Stake Holders as a target of IP Educational Program

- Gov't Officials (central and regional)
 - Law Enforcement Agencies/lawyers (Judges, Prosecutors, Police, Custom,)
 - Elementary, secondary, and Senior High School
 - Higher Education (Degree /non degree)
 - R & D Institutions
 - Industry/ SMEs
 - NGO/ IP Centers/ IP Associations/IP Consultant
 - General Public
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Diploma and Degree Program on IP

- Some Universities set up Master Degree Program on IP
 - Distant Learning Program to WIPO Academy
 - Diploma Program for IP Special Purpose for industry, Enforcement Agencies, TOT for Teachers and Lecturers, SMEs etc (in cooperation with bilateral or international institutions)
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PATENT APPLICATION

YEAR	PATENT				SIMPLE PATENT		TOTAL
	PCT		NON PCT		DOMESTIK	FOREIGN	
	DOMESTIK	FOREIGN	DOMESTIK	FOREIGN			
2001	4	2,901	208	813	197	24	4,147
2002	6	2,976	228	633	157	48	4,048
2003	0	2,620	201	479	163	29	3,492
2004	1	2,989	226	452	177	32	3,877
2005	1	3,536	234	533	163	32	4,499
2006	6	3,805	282	519	242	26	4,880
2007	5	4,357	279	493	209	34	5,377
2008	12	4,278	375	469	214	34	5,382
2009	24	3,761	413	342	247	38	4,825



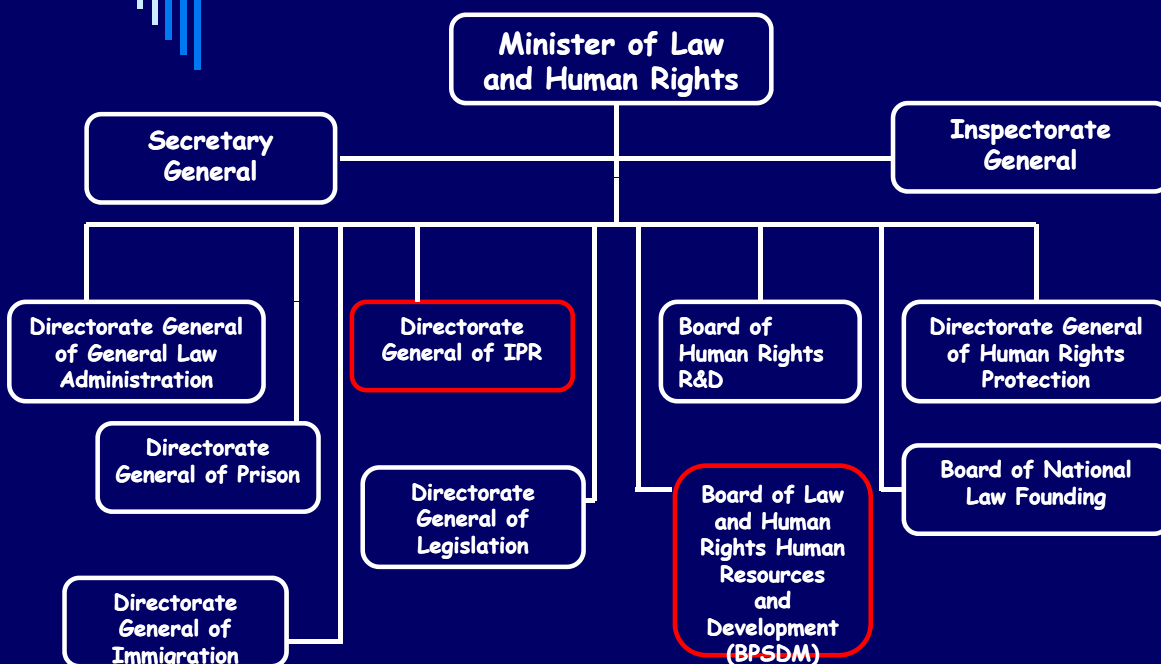
INDUSTRIAL DESIGN APPLICATION

YEAR	APPLICATION RECEIVED		TOTAL
	DOMESTIC	FOREIGN	
2001	1,092	311	1,403
2002	2,496	372	2,868
2003	2,791	363	3,154
2004	3,789	607	4,396
2005	4,319	795	5,114
2006	4,174	752	4,926
2007	3,646	827	4,473
2008	2,866	1,000	3,866
2009	3,600	600	4200

TRADEMARK APPLICATION

YEAR	RECEIVED	REGISTERED	REFUSED	WITHDRAWN	FOREIGN	DOMESTIC
2001	41,152	35,878	3,969	146	12,520	26,128
2002	42,416	31,530	3,052	80	9,581	20,423
2003	46,947	35,353	3,527	83	8,023	28,317
2004	49,311	23,187	3,044	16	13,685	35,626
2005	54,031	29,729	3,564	94	10,082	30,734
2006	54,250	24,677	6,291	105	16,005	36,644
2007	50,675	21,274	8,321	126	9,460	26,258
2008	42,678	31,220	11,245		14,051	33,555
2009	41,085	23,526	8448	-	4796	34.037

DIRECTORATE GENERAL OF INTELLECTUAL PROPERTY RIGHT: Where are we?

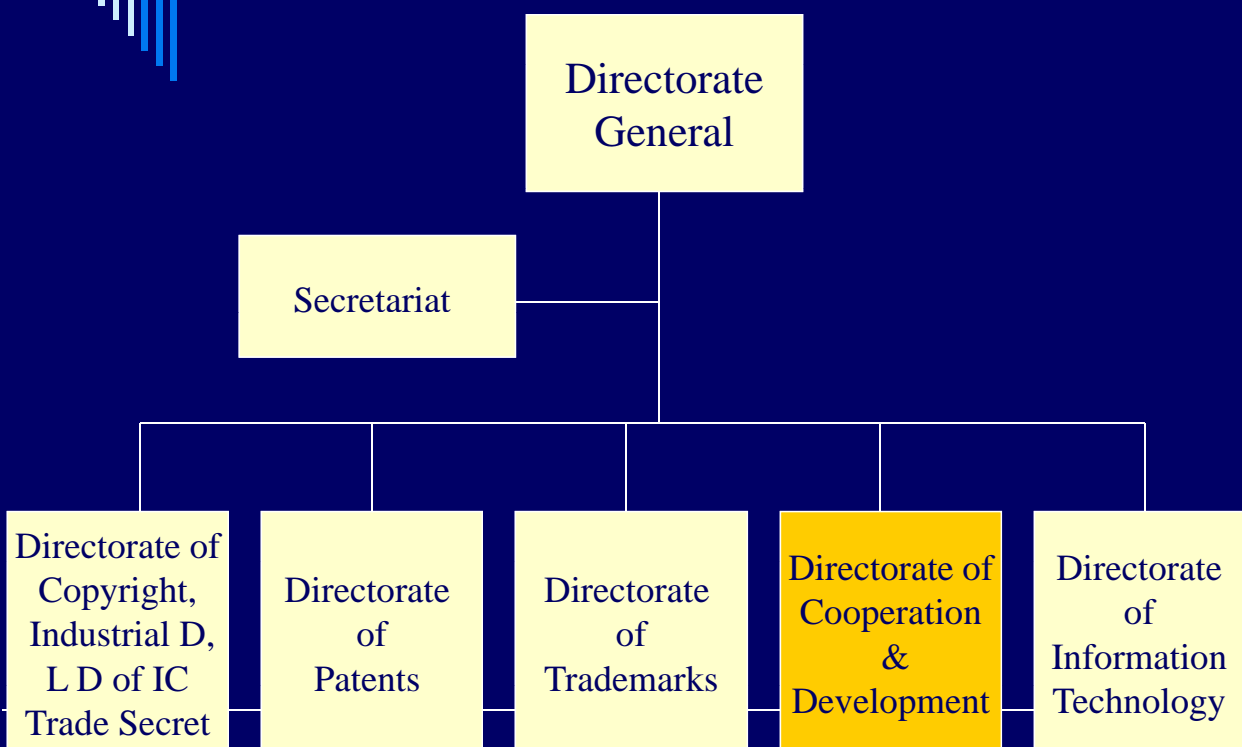


* Minister of Justice and Human Rights Decree No. M-04.PR.07.10 of 2004

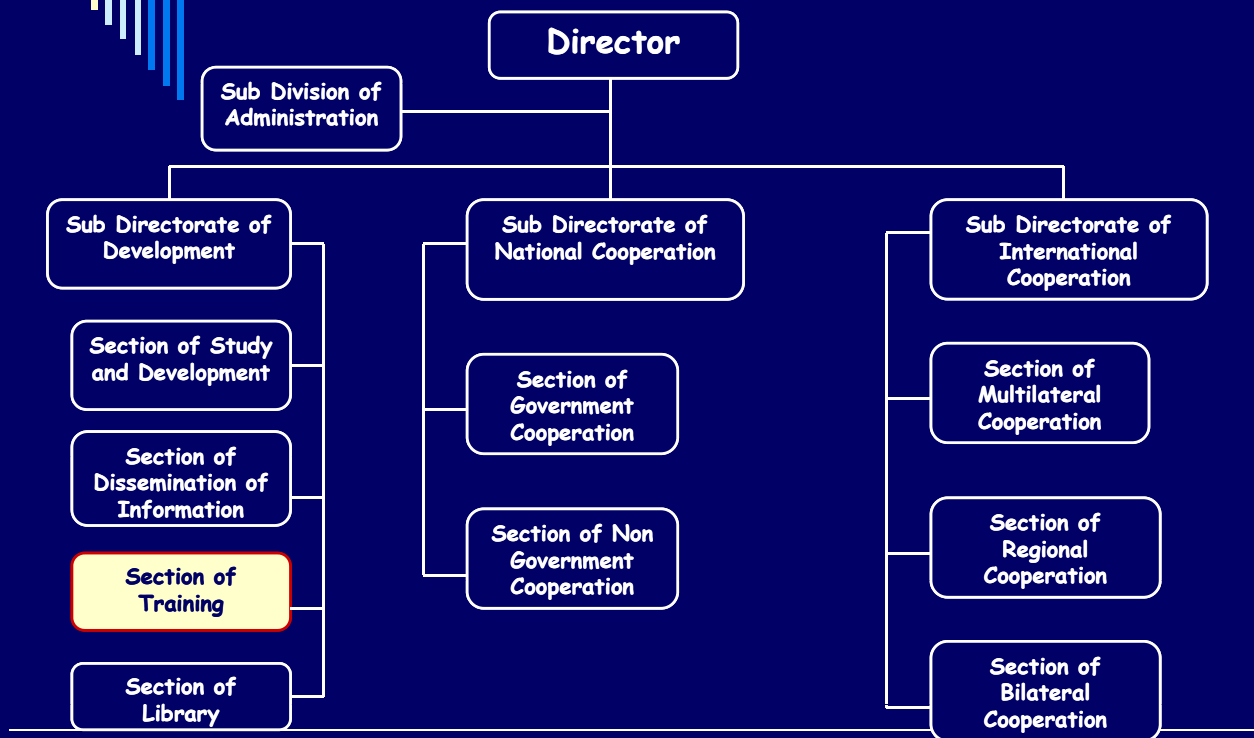


Activities specifically related to IP Human Resources Dev.(BPSDM)

- IPR trainings for local staffs from provincial offices of the Ministry (regularly)
- IPR trainings for new recruited officials of the Ministry (regularly)



Directorate of Cooperation and Development



Task of *Training Section*:

- Preparation of material, scheduling, and monitoring of training activities in IP field at DGIPR
- Conducting technical trainings in IP field.



Activities of Training Section:

- Mainly for internal purposes and focused for examiners: patent, trademark, industrial design
 - Materials of training:
 - search/examination training for each field of technology
 - Important related technology *per se*: Biotechnology
 - Experts:
 - From other IP Offices/organization (JPO, WIPO)
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What we have done (1)

I. Establishment of National Task force on IPR, consisted of 16 Ministries

- establishment IP centers in universities and Research institutions,
 - development program of Creative Economy thru Creative Industry
 - IP enforcement institutions, in conducting training and other activities
 - Each institution encourage to conduct their own IP training program i
 - Approaching to related IP associations/organizations: Indonesian Chamber of Commerce, Women Entrepreneur Association etc,
 - Seeking opportunity to have cooperation with donor countries/organizations in conducting training and education in Indonesia and/or abroad
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What we have done (2)

III. Conducting other own activities:

1. IP quiz for high school students
2. Media campaigns
3. Seminars, workshops
4. IP Exhibition
5. Business Meeting
6. Increasing distribution of IP Publications

III. Establishment of Indonesian Intellectual Property Academy (IIPA), in cooperation with University of Indonesia and WIPO.

1. Activities have done so far:
 - National Seminar on IPR
 - Training for new IP Consultants and public in general
2. Future Target :
 - Become Center of independent and self financed IP Education in Indonesia
 - Member of IIPA not only from University of Indonesia, but also from other universities leading in IP field in Indonesia



FUTURE PLANNING:

- Improving the role of IP Centers (from more than 200 IP Centers in Indonesia, only few of them have an optimal performance)
- Widening target, not only for Universities/higher education, but also for lower education level (Kindergarten, elementary and high school teachers and students) → needs to be effectively programmed.
- More focus also to Industries, particularly SMEs
- IP Mobile,
- IP Education through Mass Media (TV, Radio, etc)



THANK YOU

<http://www.dgip.go.id>
