



*Rappresentanza Permanente d'Italia  
presso le Organizzazioni Internazionali  
10, Chemin de l'Impératrice  
1292 Genève*

## **Statement of Italy**

Mr. Chairman, Mr. Director General, Distinguished Delegates and Colleagues,

First of all, I wish to express the support of Italy to the statements made by the European Union and by Belgium, on behalf of Group B.

Italy welcomes the **growth of applications in 2012** to national IP offices and WIPO's Global Systems. Such trend confirms how **Innovation** and **Creativity** are perceived as leading factors to achieve competitiveness, economic growth and social progress, and that **Intellectual Property** remains central to Governments' policies and business strategies.

However, Innovation does not flourish without **protection of Intellectual Property Rights**. To this end, **WIPO** has a crucial **role** to play by enhancing worldwide the awareness of the benefits arising from Intellectual Property, strengthening the capacity of national IP offices, and providing essential services to the business community.

Italy wishes to join other Member States in commending the **Director General** and his staff for their efforts in maintaining the WIPO's rightful place as the global IP authority, and for the remarkable results achieved by the Organization, such as the conclusion of the **Marrakesh and Beijing Treaties** and the adoption of important internal reforms through the **Strategic Realignment Program**.

Italy is interested in a wealthy, responsive and efficient WIPO. We positively note the Secretariat's intention to pursue continual improvements in

terms of sound, transparent and accountable management, and of “customer-oriented” services.

We highly value the reforms in the management of **Human Resources**. We are confident that the new HR Strategy for the 2013-15 will guide the Secretariat in ensuring that WIPO has the necessary skills, at a time when the Organization is facing significant cost pressures and has to contain the rise in personnel costs. We appreciate the Secretariat’s engagement to adopt cost efficiency measures, and the fruitful collaboration between WIPO’s **Oversight** bodies, the Secretariat and Member States.

Looking at the 2014-15 biennium, Italy renews its support to WIPO’s activities aimed at increasing the use of IP rights by **Small and Medium Sized Enterprises**, which are a source of Innovation and a driver for economic growth and job creation. In this respect, Italy welcomes the re-establishment in the proposed Program and Budget for 2014-15 of a specialized program for SMEs and Innovation.

Italy is for a consensual outcome at these General Assemblies of the discussions on the opening of **WIPO External Offices**. We are not contrary to the idea that WIPO has a small network, if the Offices effectively support the delivery of the strategic objectives of the Organization, have a limited dimension, and a clear and focused mandate. We note that the process chosen by the Secretariat has left too little time for the Member States to provide guidance on the issue. We deem that some more effort is needed, and support the idea of having a Working Group to define a guiding framework.

Italy would like furthermore to thank the Director General for his reassurances that the opening of new External Offices will be dealt separately from the issue of WIPO’s “**Redundancy Capacity**”.

Mr. Chairman, the conclusion of the **Marrakesh and Beijing Treaties** has restored confidence in the multilateral process, and has demonstrated that WIPO’s membership is able to find solutions to outstanding issues in the international normative framework for Intellectual Property.

Italy sincerely hopes that an agreement is reached on the harmonization

and simplification of **Industrial Design** registration formalities and procedures, and on the protection of **Broadcasting Organizations**. The adoption of a Treaty that facilitates, and make less expensive, the registration of Industrial Designs will prove advantageous to all WIPO's members.

Mr. Chairman, we believe that Industrial Design is a vehicle for economic progress and social change. To illustrate such benefits, Italy has the honour to offer an **exhibition of innovative designs**, which will be hosted at WIPO's new building. I would like to thank the Director General for supporting the initiative, and to invite all of you to join the opening of the exhibition on Wednesday evening.

As for the other negotiations, a reasonable and constructive spirit should also guide the discussions on the protection of **Genetic Resources, Traditional Knowledge and Cultural Expressions**, with a view to make possible a long due compromise on such matters.

Finally, Italy deems that the Revision of the Lisbon System on the **Appellations of Origin** is now within reach. Our auspice is that the Assembly of the Lisbon Union approves the convening of a Diplomatic Conference in the next biennium for revising the Lisbon Agreement. It is an unique opportunity to allow the accession to the Union by International Organizations, and to make the Lisbon System more attractive to producers, from both developed and developing countries, that use **Geographical Indications** to achieve competitiveness and to exploit their traditional knowledge. That is why Italy promotes an ambitious solution, that does not undermine the current level of protection granted to the Appellations of Origin, and extends it to all the other Geographical Indications.

Thank you Mr. Chairman