

Part III : Cooperation for Development

182. WIPO has reviewed its overall strategy for cooperation for development in the light of (i) the growing significance of intellectual property in support of innovativeness and creativity in a knowledge-intensive environment, (ii) the expanding implications of intellectual property not only on economic growth but also sustainability of social, cultural and environmental development, and (iii) the progress made in many countries in connection with the establishment of the intellectual property legal framework and compliance with the TRIPS Agreement.

183. As a result of that review, four “poles of activity” in the overall strategy for cooperation for development will be re-focused in order to better empower the Member States to support the intellectual property system, as follows:

- (a) assistance in modernization of intellectual property legislation;
- (b) partnership in intellectual property administration and automation;
- (c) knowledge creation; and
- (d) demystification of intellectual property in the context of emerging global issues.

184. Assistance in modernization of intellectual property legislation under item (a), above will focus on strengthening national and regional capacities for upgrading of intellectual property legislation in the light of new developments locally and abroad.

185. Item (b), above, will emphasize partnership in the administration of intellectual property involving the national intellectual property office, other concerned agencies of the government, and right holders, users and intellectual property professionals from the research and industry sectors, especially in the provision of automation support to maximize the benefits of the intellectual property system. Together, items (a) and (b), above, are expected to help Member States establish a complete set of institutions supporting the use and modernization of the intellectual property system. A special focus will be given to the PCT, Madrid and Hague Systems and the collective management of copyright and related rights, which will be promoted as supplementary “tools” to facilitate the acquisition of intellectual property registration and the fair distribution of its benefits by those who seek global intellectual property protection.

186. The third pole of activity (c), above, will concentrate on the promotion of creative and innovative activities leading to more intellectual property rights that are useful for national development, especially in the knowledge-intensive societies of today. However, its success and effectiveness depend on the availability of a body of well-informed intellectual property professionals, owners and users of intellectual property, a pool of knowledgeable administrators, managers and technical staff of national intellectual property offices, and a good supply of intellectual

property-related information. This brings into focus some of the important “deliverables” of the cooperation for development program of WIPO, notably the work of the WIPO Worldwide Academy in maintaining a pool of trained managers and staff for intellectual property administration, and the assistance of WIPO concerning the provision and use of the Intellectual Property Digital Library (IPDLs) and other intellectual property information and services through the WIPONET to promote inventiveness in business and industry.

187. The fourth pole of activity (d), above, concerns the continuing drive to demystify the issues surrounding intellectual property with a view to empowering the relevant sectors of society. Basic awareness of intellectual property must reach a level in society such that creativity is sustained and encouraged, and novel applications of intellectual property systems are better understood. This brings into focus the importance of undertaking developmental intellectual property-related activities in newly-emerging areas such as electronic commerce, traditional knowledge, biotechnology, biodiversity, genetic resources and folklore, while balancing them against activities addressing current intellectual property needs and concerns of society.