

# WIPO



**WIPO/RES/DEV/GE/09/INF/1 Prov**

**ORIGINAL:** English

**DATE:** September 14, 2009

**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
GENEVA

## **WIPO CONFERENCE ON MOBILIZING RESOURCES FOR DEVELOPMENT**

**November 5 and 6, 2009**  
**Geneva, Switzerland**

PROVISIONAL PROGRAM

**THURSDAY, NOVEMBER 5, 2009**

**MORNING**

**Opening Session**

Welcome and Introduction

**Francis Gurry, WIPO Director General**

**Keynote: The MDGs**

What are the needs of developing countries, in particular LDCs and countries in Africa?

**Keynote: Innovation and Development**

Why is innovation important for development and how can the IP system support the creation, sharing and management of knowledge for development impacts?

**Keynote: Development, Public Policies and IP**

IP is a cross-cutting policy issue which has an impact on a number of policy areas related to development (e.g. health, education, agriculture, trade etc). How can WIPO, in partnership with development agencies, support developing countries in dealing with IP and ensuring policy coherence that balances the variety of development needs?

**THEMATIC SESSION 1: AID for TRADE**

**KEYNOTE INTRODUCTION**

The Aid-for-Trade initiative intends to raise awareness about the support developing countries, in particular least developed countries, need in order to strengthen their ability to benefit from the globalization of trade with a view to reducing poverty. Increasingly donors are looking at how they might support developing and least developed countries build trade capacity. Intellectual property is a critical, but too frequently overlooked element of trade capacity building. Whether it relates to trademarks, designs, geographical indications, copyright or patents, IP is indispensable for economic operators in developed, developing and least developed countries to achieve competitiveness and sustainable business growth. The Conference will seek to raise the profile of IP on the Aid-for-Trade agenda and to ensure that donors recognize that IP has a catalytic role to play, which they cannot afford to ignore.

**Presentations**

**Examples on the use of GIs and Trademarks  
Ethiopian Coffee**

Presentation on the Ethiopian Fine Coffee Designations, Trademarking and & Licensing Initiative. This presentation will highlight the experience Ethiopia gained in developing and implementing appropriate IP-related strategies and mechanisms for the protection and exploitation of the intangible values embodied in its fine coffees, thereby increasing the benefit of coffee farmers, traders and distributors as well as catering to the interests of the coffee buyers and consumers.

### **Agriculture, development and plant variety protection**

The introduction of foreign-bred varieties in Kenya was facilitated by the introduction of a system of plant variety protection for breeders. The availability of those varieties has been a key factor in the increased competitiveness of the Kenyan flower industry in the European market. The floriculture industry now employs a large labor force, which is an important source of income for the small-scale farmers located in the rural areas. It is estimated that the horticultural industry employs 2 million people directly in breeding, production, packaging and transport. Another 3.5 million people are supported indirectly by the industry; for instance, in marketing, hospitality industry, manufacturing of containers etc. There are over 160 professional-size growers, including small-scale (under 4 ha), medium-scale (10 to 50 ha) and large-scale growers (over 50ha). In the early stages of development, a few large-scale growers dominated the industry. However, there are now more than 100 medium to large-scale growers. In 2003, Kenya exported over 61,000 metric tons of cut flowers to Europe; the value of that export was US\$ 216 million. On overall horticultural production in 2008, 7 million tons were produced and used domestically, while 403,000 tons were exported, accounting for about 4% of total production. These were worth US\$ 1.8 billion for the domestic market and US\$1.0 billion in export.

### **Design Africa**

Presentation by an African SME and the "Design Africa" team on the "Design Africa" program which was launched in 2006 by Canada's Trade Facilitation Office (TFO Canada) to assist African home decoration companies in reaching the international market place. Through seminars, training and hands-on guidance in creating designs with international appeal, the program helps small and medium-sized home decoration companies across Africa to build capacity and create linkages with international buyers. The presentation will look at why IP is relevant to this work and how WIPO, in partnership with Design Africa and development agencies, can support such initiatives.

### **WIPO/WTO Cooperation: LDC IP Needs Assessment**

WIPO/WTO presentation on LDC IP needs assessment in relation to the WTO. Following Uganda and Sierra Leone's submissions to the WTO and donors of their official proposals and requests relating to an IP needs assessment, the presentation will look at the role WIPO should play in supporting this work.

### **Capacity Building for Developing Country IP Offices**

Presentation on International Cooperation for the Search and Examination of Inventions (ICSEI) and on its efforts to respond to requests for training patent examiners in developing countries

### **Lunchtime presentation on:**

IP Outreach Campaigns

The Development Impact of IP: Economic Studies

**AFTERNOON****Round Table: Intellectual Property and Aid for Trade**

This Roundtable Session will address the importance of regulatory frameworks which create an enabling environment that can support aid for trade - with specific reference to IP policy. Each of the panelists will provide a short presentation on related issues and then respond to questions from the floor. The objective of the session will be to raise awareness about the support developing countries, in particular least developed countries, need to overcome the barriers that constrain their ability to benefit from the globalization of trade and, consequently, help reduce poverty.

**THEMATIC SESSION 2: SCIENCE, TECHNOLOGY AND INNOVATION FOR DEVELOPMENT****KEYNOTE INTRODUCTION**

History shows that humankind has frequently turned to technological solutions for dealing with the threats and challenges confronting society. Policies and structures designed to stimulate technological innovation and, equally importantly, to facilitate the transfer of technology to those who need it, are therefore directly relevant to the consideration of the ways in which the global community can respond to such problems. A well-designed and effective IP system offers a strategic tool for Member States seeking to support national innovation and technology transfer processes.

Conscious of the role that sound innovation support infrastructures, professional IP management expertise and technology licensing skills can play in order to stimulate the creation and diffusion of new technologies, a number of Member States have already moved towards the development and adoption of national strategies which anchor IP asset management and exploitation considerations within national policy-making processes related to innovation, science and technology, trade and export promotion, human resource development and education.

In this regard, much work is still required to strengthen the understanding of the cross-cutting links between IP policy and the broader national development plans which cover a wide range of public policy issues. The Conference will seek to explore the different ways that IP is supportive of other public policy areas (such as health, agriculture, climate change etc.) and why it is important for donors to reflect this in their work.

It is in the area of IP policy that WIPO's work obtains even more relevance. Besides finding new and more efficient ways of managing IP assets, WIPO and its Member States must primarily look at the fundamental values and standards of IP protection so as to understand their adequacy to the goals of promoting the creation and the circulation of science, technology and innovation. This requires re-assessing the global environment and using the global IP framework as an important tool for supporting businesses, ideas, job and wealth creation in all parts of the world. The Conference will ask some crucial questions in this direction, as a promise of a renewed dialogue on the multilateral IP framework.

**Supporting Universities and Research Organizations**

Presentation on work to support research institutions in the Arab region to commercialize scientific research with a specific example of a technology developed and in the process of commercialization

**Technology Transfer: Agriculture, Development and Plant Variety Protection**

Agriculture needs to provide sustainable food security and economic development in the context of current and future global challenges. New plant varieties play a critical role in providing a dynamic and sustainable agriculture that can meet those challenges; plant variety protection is a key factor in encouraging plant breeding and in transferring that technology to farmers. Since the introduction of a system of plant variety protection in the Republic of Korea, many university researchers have become involved in breeding commercial varieties and, in some crops (rice and lily examples), farmers have also become engaged in breeding (farmer-breeders). The “breeder’s exemption” in the UPOV Convention means that breeders can freely use protected varieties in their breeding programs, and Korean breeders have used foreign-bred protected varieties to develop new varieties of interest for the domestic and global market (rose example).

**Technology Transfer: R&D Networks and IP Hubs**

WIPO and several partner institutions have designed an interdisciplinary project to support developing country scientists in protecting and commercializing their intellectual achievements. The project is based on Research & Development (R&D) Networks and Intellectual Property (IP) Hubs as a model which may foster scientific collaboration, improve results, optimize resource allocation by using economies of scale and reduce the costs of research and IP commercialization in the Network Member Institutions. The project was implemented in the Health Sector of two selected developing country sites – Colombia and a sub region of Central Africa. This presentation will be based on the positive results Colombia reproduced the same model of R&D Networks in Energy, Agro – Industry and the Defence Sector.

Recently, experts involved in the development of Agricultural Innovation in Dry land Africa (AIDA) - EU funded partnership Project - expressed interest to collaborate with WIPO in the creation of similar Networks in Agriculture Sector in Africa.

**Public Health and Patent Information in Africa**

Presentation on facilitating widespread access to, and promoting further development of, user friendly databases which contain public information on the administrative status of health related patent applications would improve public procurement of medicines in African countries, stimulate competition in the pharmaceutical markets, improve effectiveness of efforts to contain costs and increase access to medicines for the poor in countries in Africa. The public status of health related patent applications in African countries is a problem for public procurement of medicines in these countries. WIPO’s work to support access to and use of patent information provides a practical means to address this problem.

**Technology and Innovation Support Centres**

Access to state of the art information is an important part of the innovation process. Innovators tend to build upon the research work of others and need to use their often limited resources in the most effective way possible. In the patenting process that may follow, access to previously published patents and patent applications helps to establish the novelty of a new invention, avoid infringement of others' inventions, and improve the patent drafting process to improve the quality of a patent application.

Technology and Innovation Support Centres (TISCs) are intended to provide the local research and business community with expert assistance in finding technological information. They should provide resources such as online access to patent databases and to scientific and technical journals, as well as assistance in searching these vast and complex collections of tens of millions of documents. Assisting offices in developing countries and LDCs to establish TISCs is a new WIPO program starting in 2009 building upon the successful experience of similar centers in developed countries.

**FRIDAY, NOVEMBER 6, 2009****MORNING****THEMATIC SESSION 2: SCIENCE, TECHNOLOGY AND  
INNOVATION FOR DEVELOPMENT****Round Table: IP as a cross-cutting development issue.**

The Roundtable will explore the cross-cutting role of IP as it relates to other public policy areas, in particular policies which have an impact on development (health, education, climate change). It will identify why development agencies and other partners for development need to incorporate IP into their development strategies and support developing countries in building cross-cutting policy coherence that serves their economic, social and cultural needs. The Roundtable will also look at the issue of technology transfer and ways to access funds for IP projects as they relate to science, technology and innovation for development.

**THEMATIC SESSION 3: THE DIGITAL DIVIDE: IP IN THE DIGITAL ENVIRONMENT****KEYNOTE INTRODUCTION**

The copyright system has a critical role to play in helping bridge the digital divide. In this rapidly evolving technology environment it is important to ensure that the international legal framework, serves to stimulate the wide diffusion of creativity to the advantage of the cultural, social and economic development of all countries. In the context of this Conference the focus is specifically on the needs of developing and least developed countries. Licensing and effective management of rights is a key area for the successful deployment of the digital environment and requires country specific capacity-building and awareness raising activities. Technologies for registration, location and preservation of creative works are becoming essential tools for secure, rich and user-friendly distribution of knowledge. In addition, national studies on the economic contribution of the creative industries can support evidence based policy making and help developing countries integrate such policy considerations into their national development strategies. Emerging areas of interest for creators include issues related to business models and IP valuation in specific creative industries.

Composers, writers, musicians, singers, performers and other talented individuals are among society's most valuable assets. The fabric of our cultural lives is enriched by their creative genius. In order to develop their talent and encourage them to create, we have to give those individuals incentives, namely remuneration in return for permission to make use of their works. An effective means of achieving this is through Collective Management Organizations which provide an important link between creators and users of copyrighted works because they ensure that, as owners of rights, creators receive payment for the use of their works. WIPO's legal and technical assistance addresses in a development oriented way the promotion and creation of collective management infrastructures. Export of digital content (films, animation, pictures, photos etc.) and, in particular online music has untapped potential to become a new revenue stream for the economy of developing countries. In order to unleash this potential, there is a need to assist music industry companies and independent musicians alike, to move into new digital marketplaces, sell their music from their own websites, and monitor the online use of their work. WIPO assists developing countries to build capacity through concrete and business-oriented activities.

**Culture as tool for sustainable livelihoods: practical training in cultural documentation and IP management for local communities and museums/archives in developing countries**

As a manifestation of a people's identity as well as being creative, dynamic and forward-looking, is a fundamental component of sustainable economic, social and cultural development. Culture is a tool for development as well as part of the process of development. Balanced and strategic use of IP rights is supportive of putting culture at the centre of development. Taking these propositions as its starting point, WIPO's Creative Heritage Project provides practical training to local communities and museums and archives in recording, digitizing and disseminating their creative cultural expressions and in managing IP issues and options when doing so. WIPO, in partnership with the American Folklife Centre/Library of Congress and the Centre for Documentary Studies at Duke University, ran a pilot of such a training program for the Maasai community of Laikipia, Kenya and the National Museums of Kenya in September 2008. The intensive, hands-on curriculum included project planning, research ethics, photography, sound and audio-visual recording techniques, digital archiving methods, and database and website development.

In cooperation with the US Copyright Office, WIPO staff provided the IP component of the training. WIPO will purchase a basic kit of recording, knowledge management software and other ICT equipment for the community, help the community and museum to develop their own IP policies and protocols, continue to foster a mutually-beneficial working relationship between the community and the museum and further develop linkages established between the community, the museum and the national IP offices in Kenya. Early results from evaluation of the pilot are encouraging, and WIPO and its partners have received several requests from other communities and museums and archives to participate in such a program.

**Promoting Access to Reading Materials for the Blind and Visually Impaired  
(The VIP Project)**

Access to reading materials is a key driver in all economies. In developing and least-developed countries resources are scarce. The possibilities to meet the needs of visually impaired people are a challenge beyond imagination. For Governments, there is a strong moral and political commitment to take action to attain equalization of opportunities for persons with disabilities. To seek workable solutions, the World Blind Union (WBU) and a coalition of rightsholder organisations under the leadership of the International Federation of Reproduction Rights Organisations (IFRRO) have decided to test a Pilot Program to enhance accessibility. The Pilot, which is based on an analysis of the needs of the countries, will run in two African countries during two years. The results can be replicated and developed to serve the needs of other countries, in Africa as well as on other continents.

Technology has opened up new opportunities for the visually impaired people to access reading materials. The solutions include many legal, commercial, cultural and economic issues, related to IP and the visually impaired people. The Project will test a wide range of solutions to enhance accessibility. Apart from legal and technology issues, training and information are important, as accessible materials will only be of benefit if the target group is aware of the serviced and can effectively use them.



**Trade in Digital Content: Online Music –  
Export Opportunities for Developing Countries**

The aim of the project, handled in cooperation with the International Trade Centre (ITC), is to assist developing countries to develop solutions for the marketing and export of digital content on line, with an emphasis on digital music.

Resource mobilization is to be used to assist them to better integrate digital content into the online music value chain and the digital marketplace. The project offers concrete and business-oriented engagement to create market and distribute digital content on the basis of training in e-skills development and business networking with major global online distributors.

**Roundtable: Bridging the Digital Divide – IP in the Digital Environment*****Lunchtime Presentations:***

The new UN Business Partnership Program

Collective Management Organizations

**AFTERNOON****THEMATIC SESSION 4: PUBLIC PRIVATE PARTNERSHIPS FOR IP AND DEVELOPMENT****KEYNOTE INTRODUCTION****Roundtable 1: Public Private Partnerships for IP and Development**

IP management in connection with government-funded research is a key element in partnerships with the private sector where IP is licensed out for further development. This typically arises in connection with research conducted at academic institutions where the funding is public. A key issue is striking a balance between public interest and private sector incentives in publicly funded research in developing countries.

**Roundtable 2: Public Private Partnerships for IP and Development**

The United Nations has, in recent years, introduced a number of initiatives to reach out to the private sector especially in terms of supporting the UN's work in developing countries. The aim being to harness the skills, knowledge and resources of the private sector, in partnership with the UN family, to help meet development needs and the achievement of the Millennium Development Goals. Much has been learnt about the most effective ways of developing such partnerships and appropriate guidelines have been developed to ensure their smooth running. Nowhere are the particular skills, knowledge and resources of the private sector more pertinent than in the field of intellectual property. This Roundtable will examine current UN public private partnership initiatives and guidelines that have been developed within the UN to help map out the next steps for WIPO to develop such partnerships with the necessary assurances in place to ensure their success for all parties; developing countries, WIPO and private sector partners.

## **Review Session**

### **Mobilizing and Managing Extrabudgetary Resources for Development at WIPO**

This session will review the experiences of WIPO's existing donors on working with WIPO and explore options to improve our work in this area. It will also provide an opportunity to explore additional and alternative funding modalities and management arrangements for potential new donors drawing on the discussions that have taken place during the Conference and on the presentations of panelists during this session. It will aim to identify some next steps for WIPO in terms of how best it can help developing countries meet their development needs in particular through donor funding, and the establishment of Trust-in-Funds or other voluntary funds within WIPO specifically for LDCs, while continuing to accord high priority to finance activities in Africa through budgetary and extra-budgetary resources, to promote, *inter alia*, the legal, commercial, cultural, and economic exploitation of intellectual property in these countries.

## **Closing Session**

Concluding address by the Director General

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