

INPI's engagement in South-South cooperation through WIPO and the Development Agenda

Bruno Rohde

*Analyst, Coordination of International Relations
INPI - Brazil*

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Summary

- **INPI and South-South Cooperation through WIPO**
- **INPI and DA Projects**

INPI and South-South Cooperation

Between **2012 and 2017**, **Brazil** maintained a **Cooperation Agreement** with **WIPO** to expand the capacity of developing countries to use intellectual property instruments.

The Ministry of Foreign Affairs coordinated and monitored the agreement. The INPI was responsible to execute the activities. The WIPO participated in the design, programming, monitoring and evaluation of activities, in addition to the management of financial resources through a Fund-in-Trust (FIT).

During the period, the **Brazilian government invested around US\$410,000**, which resulted in activities such as: Courses for Latin American Patent Examiners; Workshops on Technology Transfer to Mercosur countries; Trademark Examiner Training for Portuguese-Speaking African Countries and a Regional Workshop on Free and Open Software Tools for Patent Analysis.

INPI and DA Projects

Since the creation of CDIP, Brazil has benefited from 5 projects – 2 already completed and 3 in the implementation phase.

Among these ongoing projects, INPI is participating in two:

- Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue
- Empowering Small Businesses Through IP: Developing Strategies for Supporting Geographical Indications or Collective Marks in the Post-registration Period



Partnerships

DAs projects implemented in Brazil adopt an **institutional alliance approach**.

The projects have a national team structured as follows:

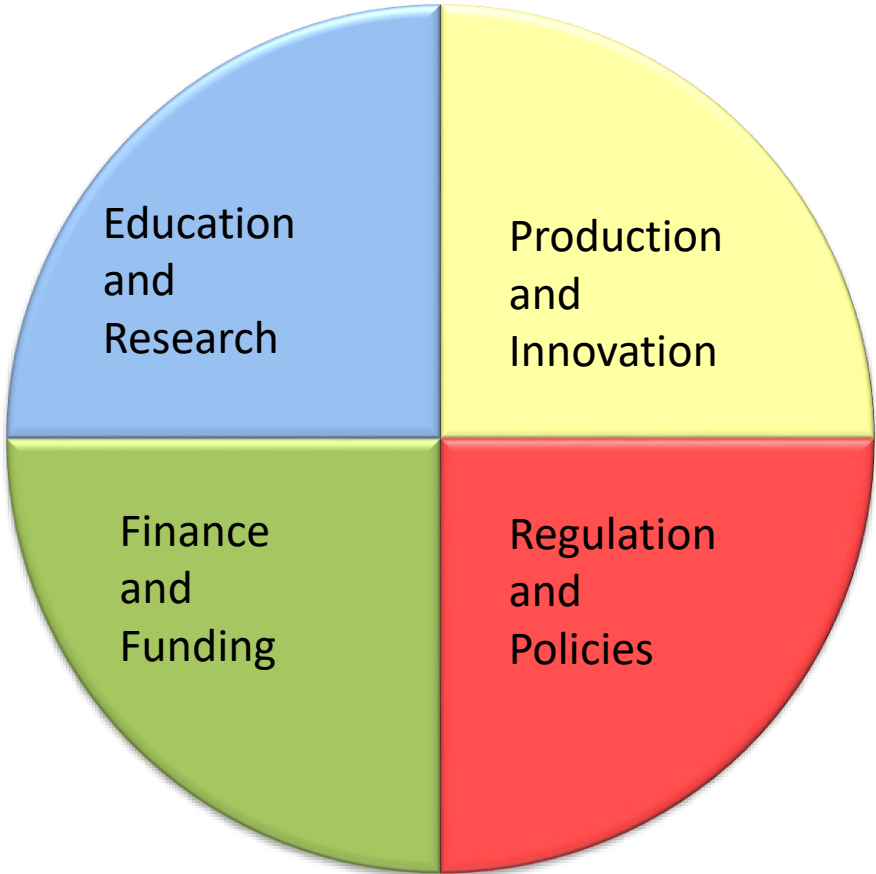
Ministry of Foreign Affairs – Coordination

INPI – Technical aspects of intellectual property

Brazilian Support Service for Micro and Small Enterprises – Promotion of competitiveness, technical improvement and entrepreneurship



National Innovation System



Source: Mazzucato and Penna (2016)

Collective Marks Project

The project was proposed by Bolivia and approved by CDIP in November 2019. In addition to **Brazil** and **Bolivia**, the project is also being implemented in **Tunisia** and the **Philippines**.

Specific Outputs:

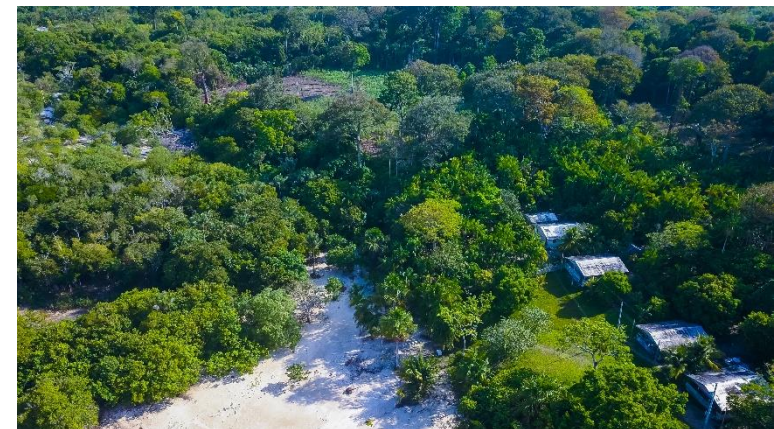
- Scope study;
- Workshops with consultants;
- Elaboration and adoption of rules for the use of the collective mark;
- Creation of a logo;
- Registration of the collective mark;
- Launch event.

General Outputs:

- Practical guide on the development, registration and use of collective marks;
- Awareness material - promotional brochure and video.

Collective Marks Project

Tefé, Amazonas, Brazil



Collective Marks Project

- The beneficiary of the project is the Association of Agroextractive Producers of the National Forest of Tefé (APAFE).
- The association was created in 2003 and it has around 420 producers.
- They produce foodstuffs of plant origin: manioc flour, nuts, oils and honey.



Collective Marks Project

■ New Alliances

Throughout the project, other institutions joined the initiative.

Mamirauá Sustainable Development Institute - works for the economic and social development of amazon communities, taking into account the conservation and sustainable use of the region's biodiversity.



Chico Mendes Institute for Biodiversity Conservation - manages, protects, inspects and monitors the federal government's Environmental Conservation Units.



Collective Marks Project

Challenges

- COVID Pandemic;
- Access to the region;
- Internet availability;
- Packaging and labeling;
- Business plan.

Opportunities

- Sustainable Development of the region;
- Alliances;
- CDIP project as driver.



Collective Marks Project



Status:

Trademark application filed in the INPI in February 2022.

INPI made a request for adjustments in September 2022.

The consultants are carrying out the adaptations until November 2022.

Video



GI Project

The project was an initiative of the Ministry of Foreign Affairs and it had the support of INPI and SEBRAE in its elaboration. CDIP approved the proposal in November 2021. The initiative will benefit four countries – **Algeria, Brazil, Pakistan and Uganda** – over a three-year period.

Expected Outputs:

- Study on challenges after registration;
- Strategies, guides or training material developed to strengthen the collective management of GI;
- Workshops and training activities;
- Control and certification systems developed and implemented;
- Branding and commercialization strategy;
- Awareness raising activities and material.

GI Project

The next step is selection by WIPO. The GIs nominated by the Brazilian national team were:

Red Propolis from the Mangroves of Alagoas

Aroeira Honey from North of Minas



Photos: Unicafe and SEBRAE

Moving forward in the South-South approach

Today

Developing country proposal/contribution – WIPO Coordination – Developing countries as beneficiaries of a project

Some Possibilities to Explore

Before project

- Fostering greater integration between developing countries in the construction of collective DA proposals

During the project

- Coordinating online meetings between beneficiary countries at the beginning, middle and end of the implementation phase to exchange experiences

After the project

- Using successful outputs as references to develop similar actions in other countries
- Engaging beneficiary countries and institutions in sharing knowledge with other interested countries and institutions



bruno.rohde@inpi.gov.br

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