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INTERNATIONAL INTELLECTUAL PROPERTY  
TRAINING INSTITUTE  
KOREAN INTELLECTUAL PROPERTY OFFICE



WORLD INTELLECTUAL  
PROPERTY ORGANIZATION

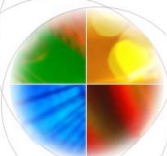
**WIPO ASIAN REGIONAL SEMINAR ON AN  
INTELLECTUAL PROPERTY STRATEGY FOR  
SMALL AND MEDIUM-SIZED ENTERPRISES (SMEs)**

organized by  
the World Intellectual Property Organization (WIPO)  
in cooperation with  
the International Intellectual Property Training Institute (IIPTI)  
and  
the Korean Intellectual Property Office (KIPO)

**Daeduk, Daejeon, Republic of Korea, November 26 to 28, 2002**

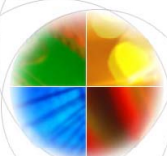
AN OVERVIEW OF THE OBJECTIVES, STRATEGIES AND ACTIVITIES OF  
THE SMALL AND MEDIUM-SIZED ENTERPRISES (SMES) DIVISION OF WIPO

*Document prepared by the International Bureau of WIPO*



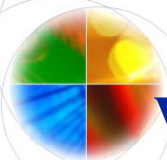
**WIPO ASIAN REGIONAL SEMINAR ON an  
INTELLECTUAL PROPERTY Strategy FOR  
small and medium-sized enterprises  
(SMEs)**

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**An Overview of the Objectives, Strategies  
and Activities of the Small and Medium-  
Sized Enterprises (SMEs) Division of WIPO**

by Jaekap Yoon  
Senior Counselor, SMEs Division  
World Intellectual Property Organization (WIPO)



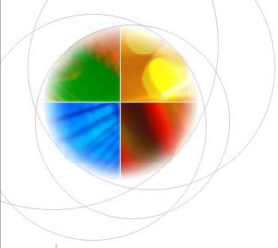
## Why Focus on IP and SMEs?

- The importance of SMEs for economic and social development is universally accepted.
  - More than 90% of enterprises in all economies are SMEs, making a significant contribution to employment, trade, investment and economic growth
  - Most countries have SMEs support policies and programs including tax incentives, differentiated fees, subsidies, technical supports, professional training, etc



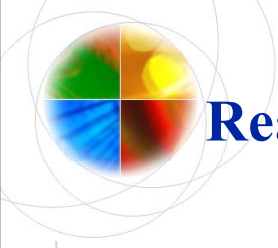
## Why Focus on IP and SMEs?

- In the new knowledge economy, intangible assets, including innovative ideas, information and know-how have become central business assets
- SMEs are proven **innovators** and are the driving force behind a number of technological breakthroughs
  - In the US, SMEs contribute 2.38 times more innovations per employee than do larger firms (Source: OECD)



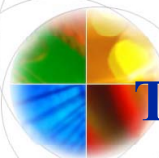
## **The Challenge**

- Many studies show that **SMEs** worldwide largely **under-utilize the intellectual property system**



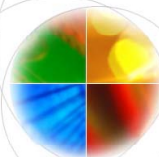
## **Reasons for low use of IP System by SMEs**

- **Unawareness of the IP system and its usefulness**
- **Perceived high costs and complexity of IP system**
- **Lack of easily accessible assistance**



## **The SMEs Division: Creation**

- **In September 2000, the WIPO Assemblies approved the proposal of the International Bureau that:**
  - certain activities planned for 2001 be realigned or refocused towards SMEs
  - “...a substantial new program of activities, focusing on the intellectual property-related needs of SMEs worldwide, be included in the draft Program and Budget for the next [2002-2003] biennium”
- **SMEs Division established in October 2000**



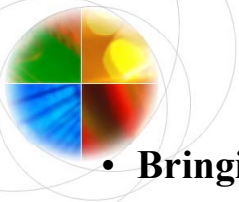
## **The vision**

- **IP Empowerment**
  - Improving the policy framework and business environment to make it conducive and easier for SMEs to use the IP system
  - Improving competitiveness of SME by enabling SMEs to fully exploit their innovative and creative potential through an effective use of the IP system
- **IP-Oriented Knowledge and Wealth Creation by SMEs worldwide in all sectors of the economy**



## **The strategy**

- 1. Target a new audience**
- 2. Create simple SME-friendly material**
- 3. Focus on new areas**
- 4. Gather and provide information**
- 5. Cooperation and partnerships**
- 6. Strengthen outreach activities of IP offices**



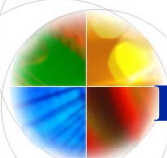
## **NEW AUDIENCE**

- Bringing IP Issues to SME Events**
- Bringing Business Perspective to IP Events**
- New Partnership: Open Door Policy**  
**(IGOs, Government SME Focal Points, SME Support, Training and Financing Institutions, National Chambers of Commerce and Industry, SME Associations, SME Research Institutions, and Civil Society, Private Sector Institutions, Universities, etc)**



## **Bringing IP Issues to SME Events**

- **Summit Economic Forum of the Central European Initiative (CEI) (Italy, Nov 2001)**
- **Virtual (Online) World Congress of SMEs and Young Entrepreneurs (Oct-Dec, 2001)**
- **Video Conference of the UN Economic Commission for Africa (ECA) (Feb 2002)**
- **WASME International Conference for SMEs (Gibraltar, April 2002)**



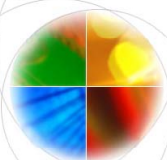
## **Bringing IP Issues to SME Events**

- **Conference on SMEs (Croatia, June 2002)**
- **Small Scale Industries Convention (India, August 2002)**
- **International Conference of NASME on Enhancing the Competitiveness and Growth of SMEs (Nigeria, Sept 2002)**
- **Summit Economic Forum of the Central European Initiative (CEI) (Macedonia, Nov 2002)**



## **Bringing Business Perspective to IP Events**

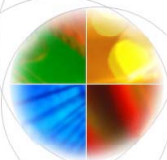
- **PATINNOVA/EPIDOS Joint Annual Conference (Cardiff, Oct 2001)**
- **China Symposium organized by EU, EPO and SIPO on IP Strategies for Enterprises following WTO accession (Nov 2001)**
- **WIPO National Seminar on Industrial Property and the PCT (Mauritius, July 2002)**
- **Presentations in WIPO Academy Events in Geneva**



## **Creating simple SME - Friendly material**

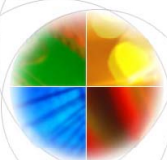
- **Web site in English, French and Spanish**
- **Articles for various magazines and web sites of partner institutions**
- **Monthly news letters with information, links and documents for subscribers**
- **IP and SMEs Brochure**
- **IP Guides**





## **Web Site of SMEs Division**

- **Six Languages (English, French, Spanish, Arabic, Russian, Chinese)**
- **Web Site Hits:**
  - 45,890 (August 2002)**
  - 45,241 (July 2002)**
  - 39,967 (June 2002)**
  - 44,694 (May 2002)**



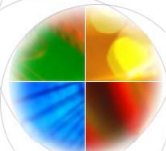
## **Web Site of SMEs Division**

- **Content:**
  - **IP for Business**
  - **IP and E-Commerce**
  - **Activities**
  - **Best Practices**
  - **Case Studies**
  - **Documents**



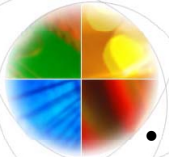
## **Magazine Articles**

- **Articles for magazines and web sites of partner institutions**
- **WIPO Magazine Articles:**
  - **Why is IP Relevant to Business?**
  - **The Role of Trademarks in Marketing**
  - **The Power of Designs for Marketing Success**
  - **Patents: Tapping the Potential of Innovative New Products**
  - **Trade Secrets are Gold Nuggets: Protect them**
  - **Trade Secrets: Policy Framework and Best Practices**
  - **The Value of Collective and Certification of Marks for Small Players**



## **IP for SMEs Newsletter**


- **Monthly e-mail newsletter (Updates, with information, links and documents for subscribers)**
- **Three Languages (En, Fr, Sp)**
- **Some 1700 subscribers by Sept 2002**



## **GUIDES**

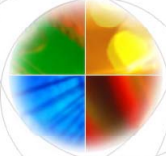
- **Joint IP guides in cooperation with other IGOs:**
  - Technology license agreements \* (ITC)
  - Crafts and Visual Arts \* (ITC)
  - Toy Industry # (UNIDO)
  - Machine Tool Industry # (UNIDO)
- **IP input for Guide on Exporting Automotive Components (ITC)**

\* Under preparation  
# Under discussion



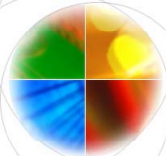
## **WIPO Guides on IP for SMEs**

- **Trademarks**
- **Licensing IP**
- **Industrial Designs**
- **Patents**
- **Trade Secrets**
- **E-commerce**
- **Copyright**



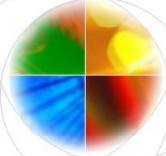
## **Other Products (under preparation)**

- **SME Policy Guidelines**
- **Distance Learning Program**
- **IP Toolbox for SMEs**



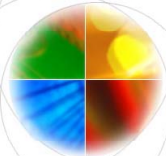
## **Focus on new areas**

- **Use of IP for financing (venture capital, securitization)**
- **Accounting and valuation of IP assets; IP audit**
- **Fiscal policies and IP (e.g. tax incentives for R&D activities, patenting, licensing, etc.)**
- **IP services to SMEs by incubators, technology parks, chambers of commerce and SME associations**



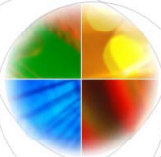
## **Focus on new areas(2)**

- **Copyright and SMEs in the cultural industries (MERCOSUR and Arab study on cultural industries; Caribbean Music Industry Project)**
- **IP needs of SMEs in specific sectors such as biotechnology, agriculture, handicrafts, software**
- **Insurance and IP**



## **Gather and provide information**

- **Best Practices (on the SME web site and later also in a booklet)**
- **Collection of case studies**
- **STEP Group Report on IP and SMEs in Norway**
- **Korean Study**
- **Development of Policy Guidelines; Milan Plan of Action**



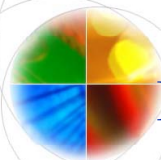
## **PARTNERSHIPS**

- **Internal (WIPO)**
- **External**
  - IGOs
  - Government
  - Private Sector
  - Civil Society (NGOs)



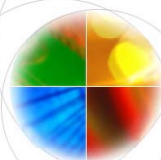
## **PARTNERSHIPS**

- **Reciprocal Links (Internal and External)**
- **Hosting and Republication of Content, including E-mail updates**
- **CD-ROM distribution to new audience**
- **Customized Articles**
- **Joint Activities (Studies, Guides, Events, NFAPs)**
- **Training the Trainers**



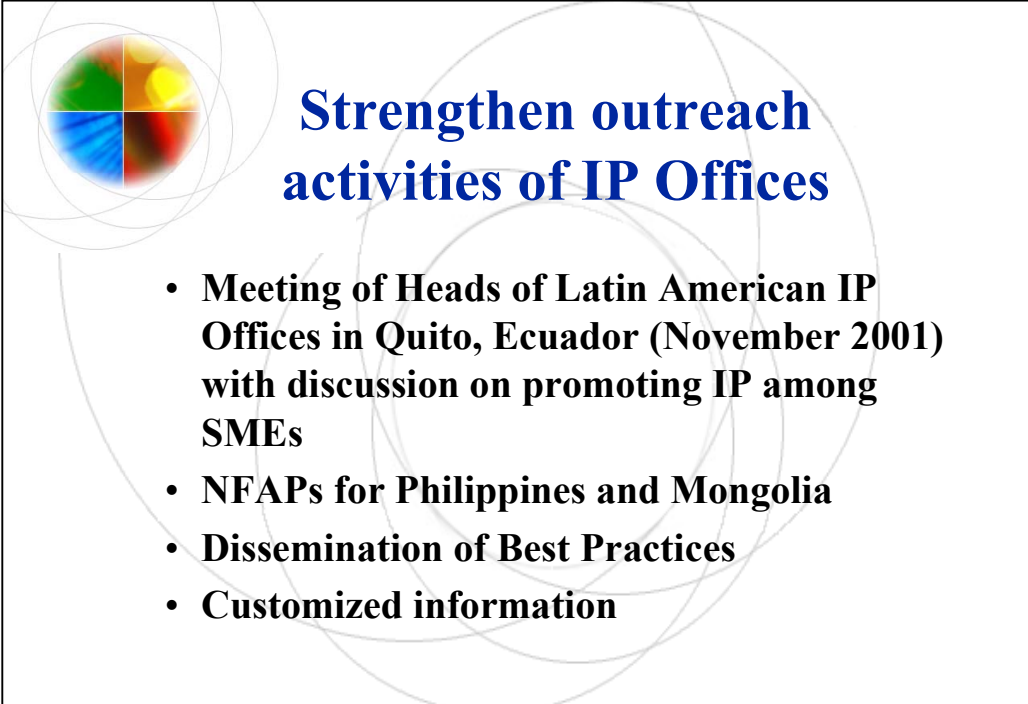
## **KEY INTERNAL PARTNERS**

- **Cooperation for Development Bureaus**
- **The Division for Cooperation with Certain Countries in Europe and Asia**
- **Worldwide Academy**
- **Global Protection Systems Sector**
- **E-Commerce and Arbitration and Mediation Center**
- **Innovation Promotion Division**



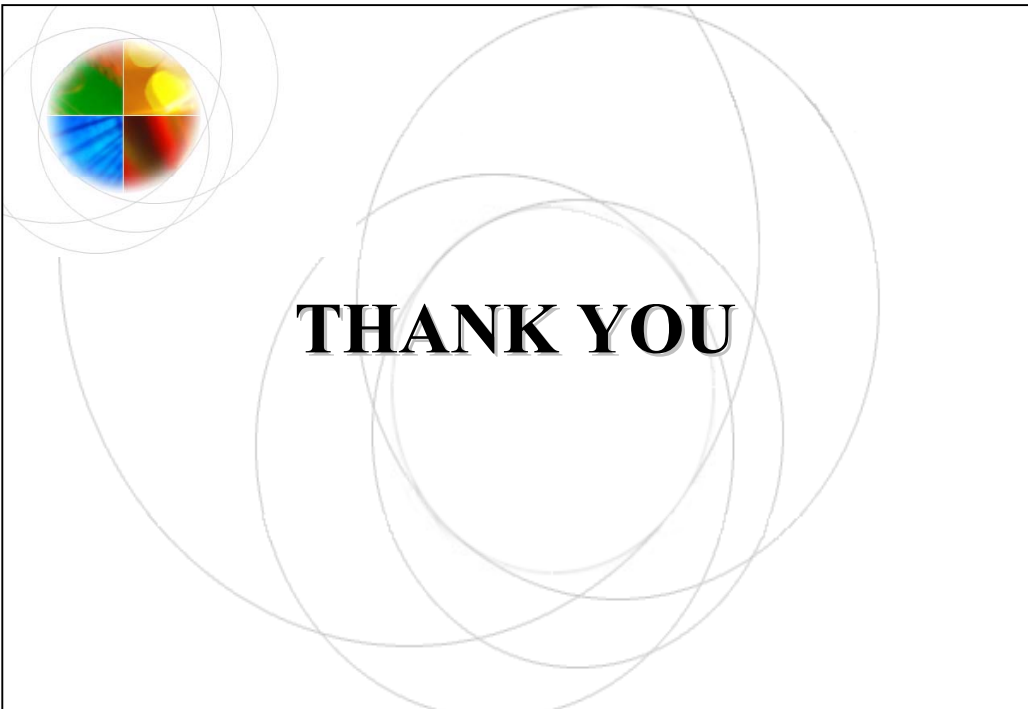
## **KEY EXTERNAL PARTNERS**

- |                  |                           |
|------------------|---------------------------|
| • <b>UNCTAD</b>  | • <b>IP Offices</b>       |
| • <b>UNECA</b>   | • <b>SME Focal Points</b> |
| • <b>UNECE</b>   | • <b>WASME</b>            |
| • <b>UNESCWA</b> | • <b>ILO</b>              |
| • <b>UNIDO</b>   | • <b>ITC</b>              |
| • <b>UNESCO</b>  | • <b>APCTT</b>            |



**Strengthen outreach activities of IP Offices**

- **Meeting of Heads of Latin American IP Offices in Quito, Ecuador (November 2001) with discussion on promoting IP among SMEs**
- **NFAPs for Philippines and Mongolia**
- **Dissemination of Best Practices**
- **Customized information**



**THANK YOU**



