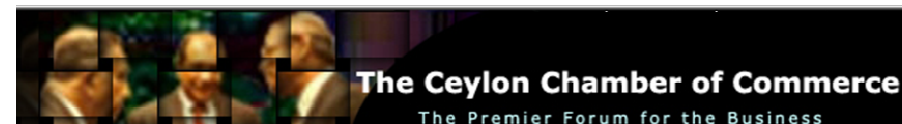


# **WIPO REGIONAL TRAINING**

## **Trainers Program for Small and Medium Enterprises (SMEs) Support institutions**

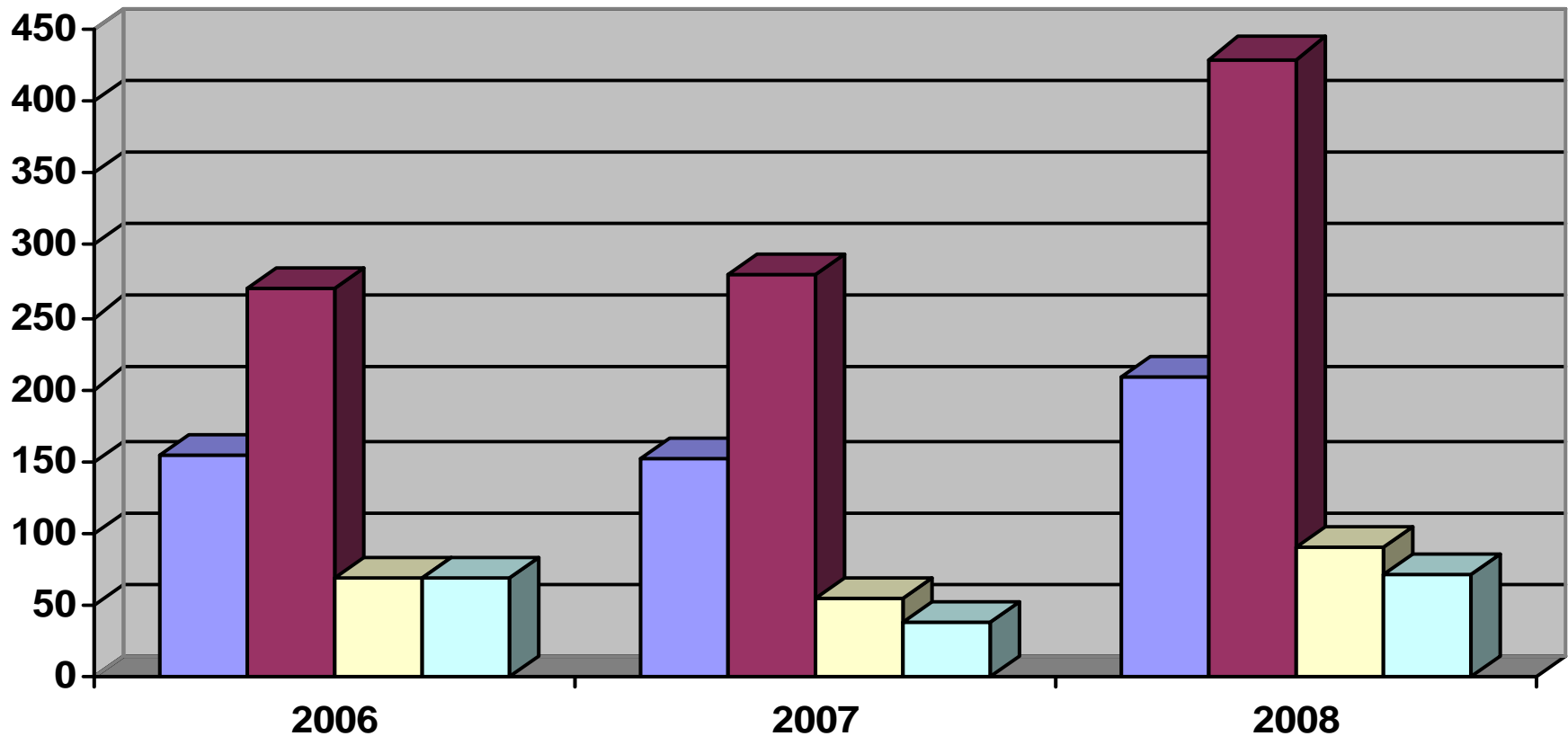
**Chandrarathna D Vithanage  
Senior Assistant Secretary General  
Ceylon Chamber of Commerce**



# Presentation Outline

- Current status of IPR Registration in Sri Lanka
- The need for IP services for SMEs
- IP services currently available for SMEs
- What needs to be done to improve IP services for SMEs
- Some success stories

# Status of Registration of Patents



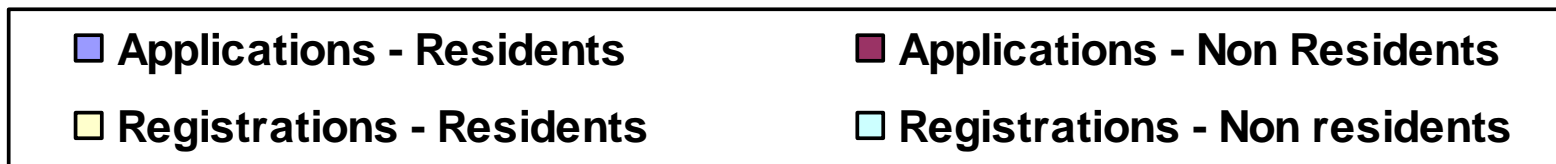
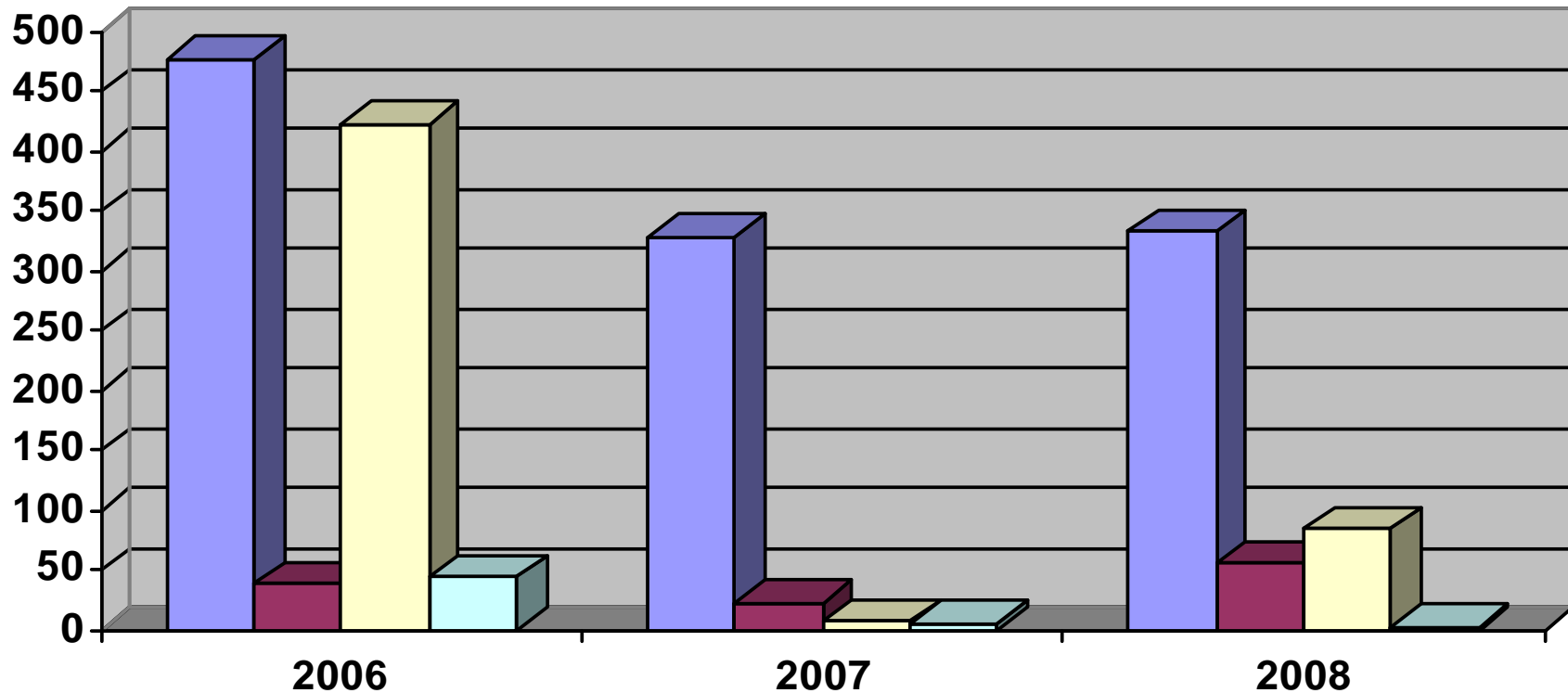
■ Applications - Residents

■ Applications - Non Residents

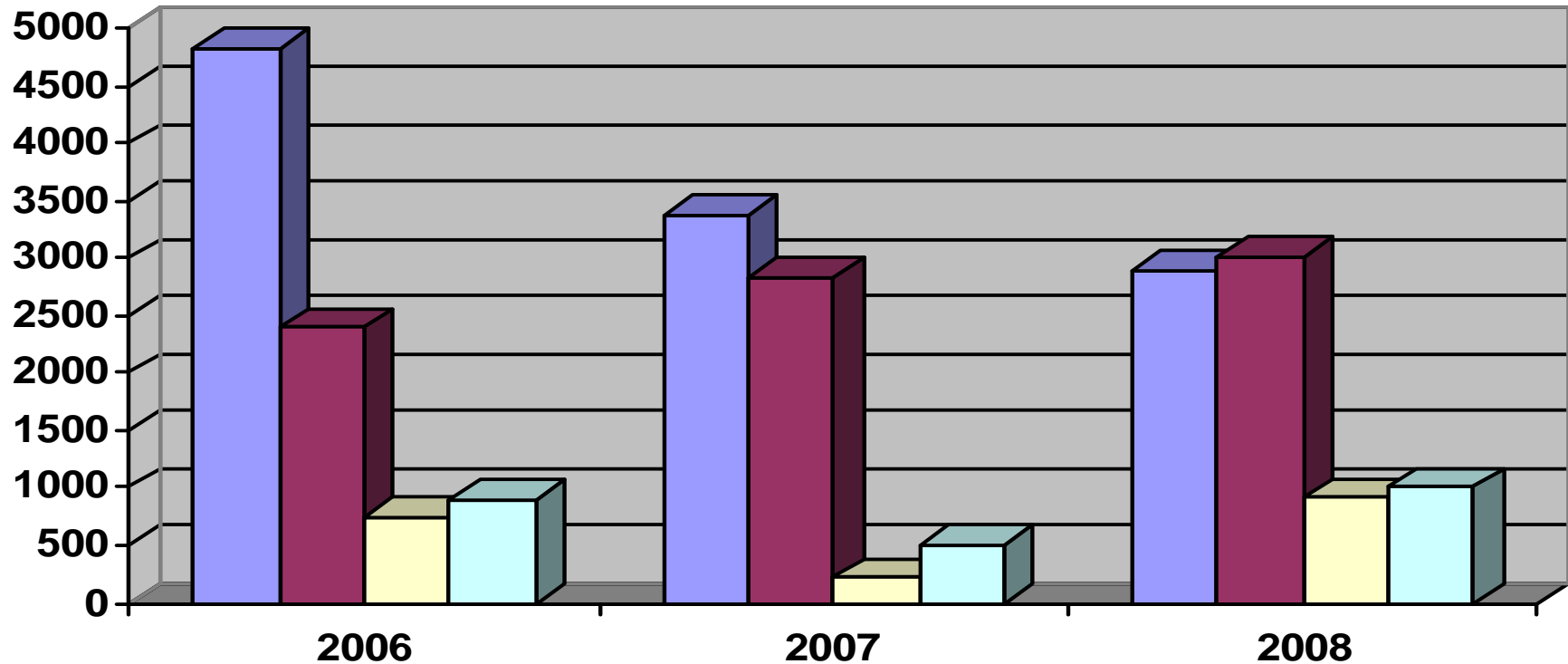
■ Registrations - Residents

■ Registrations - Non Residents

# Status of Registration of Designs



# Status of Registration of Marks



■ Application - Residents

■ Application - Non residents

■ Registrations - Residents

■ Registrations - Non residents

# Why SMEs Need Support

- SMEs worldwide largely underutilize the IP system
- Sri Lankan situation is not different, may be worse
- Some reasons for low use of IP by SMEs
  - Perceived lack of relevance of the IP system
  - Perceived high cost and complexity of the IP system
  - Limited awareness of the IP system and its usefulness
  - Lack of qualified staff to use the IP system

# Reasons for low Use of IP by SMEs

- Lack of understanding of the competitive advantage
- Fear of losing confidential information and impingement by others
- Inconvenience in checking/tracing the trademarks
- Long processing time of new trademark registration
- Lack of facilities to check registration of trade marks in other countries

# Need for Awareness on IPR Protection

- Almost 90% of SMEs have no proper understanding of IP rights pertaining to their businesses and implication of IPR for maintaining competitiveness
- Counterfeiting and piracy is considered as a common occurrence and close to 50% of the SMEs do not understand IPR as a strategic tool to improve business performance
- Very low awareness on the role of NIPO and are not aware that patents is a part of the national IPR system
- The efforts of the SME support institutions are not adequate
- Low output of innovations/inventions by R & D system as a whole and particularly by SMEs.



# Experience of an SME in IT Sector

- Has started its business 31 years ago
- The Only Premier solutions provider for Sage Accpac in South Asia, is also the first Microsoft Gold Certified Partner in the country
- Works with over 400 customers from more than 30 different industries
- Markets their products and services in more than 10 countries
- Has overseas offices in India and Maldives and plans to expand to Bangladesh soon
- Have an innovative HR package marketed overseas
- Still have not seriously looked at IPR protection

# Experience of an SME in Pharmaceuticals

- A Sri Lankan Company which researches, develops, manufactures, imports and markets a wide range of healthcare products.  
Incorporated in 1956 and has been in operation for more than 50 years
- Launch 4-5 new products every year
- Has not focused on IPR protection seriously
- Admits lack of awareness and has concerns on impingement of confidential information by others
- Only now focusing on registering their trademarks

# WIPO Best Practices for SMEs

- Awareness raising and training activities
- Technological information services to companies, researchers
- Financial assistance
- Customized advisory services
- Assistance on IP exploitation and commercialization
- Co-operation between various SME support institutions

# Services Offered for Sri Lankan SMEs

- Conducting media campaigns
- Dissemination of IP information through publications
- IP Training for officers of SME Promotion Organizations
- IP Training programmes for entrepreneurs.
- Improving the awareness of IP enforcement authorities and policy makers

# Creating IP Awareness

## “Get Real” Media Campaign

- NIPO, AmCham, CCC
- Print Media – ANCL
- Electronic Media – MTV/MBC Network
- Creating awareness on
  - the importance of IPR Protection
  - impact of IPR impringement on SMEs and economy
  - effect on consumers

# Services Offered by SLIC

- Provides electronic/computer based technical assistance for inventors through Inventors Research Unit at Arthur C. Clarke Institute for Modern Technologies (ACCIMT)
- Provides mechanical and electrical base technical assistance to inventors through Inventors Research Unit at National Engineering Research and Development Centre(NERDC)

In addition, SLIC also;

- Facilitate technical assistance and services to inventors through Universities, Technical Colleges, Research and Development Institutes of Sri Lanka
- Assist inventors to draft technical report and claims of their inventions when they apply for the patent
- Assist to develop and perfect prototype models of prospective patented inventions

# Ways to Improve IP services for SMEs

- Strengthening the Capability of SME Promotion Organizations through a Training of Trainers (TOT) Program.
- Incorporation of a Module on IP in SME Training Programs.
- IP Training Programme for Entrepreneurs.
- Introducing IP related courses in Universities and Technical Colleges

# Improvement of Access to IP by SMEs

- Advisory services for SMEs
- Offering concessionary rates for SMEs
- Dispute settlement support
- Offering IP Services on Line
- Assistance for IP commercialization



# Suggestions to Improve IP Use by SMEs

- Provide facilities for searching trademarks through computer to increase speed and ensure accuracy
- Minimize the processing time of registering trademarks
- Speed up and streamline the communication process from the NIPO
- Explore the possibility of establishing an e-based connection with similar organizations worldwide.
- Establish a Technology Development Fund to promote research and development in connection with product development, technological enhancement and commercialization of patents

# Success Story of ODEL

## ▪1990

Sri Lanka's most innovative fashion brand, Odel is born with the first 1,165 sq. ft. store converted into a factory outlet at Dickman's Road

## ▪1995

The first branching-out of the Odel chain of superstores with the opening of a store at Majestic City

## ▪1999

The flagship of Odel. The lifestyle store of 33, 000 sq. ft. opens its doors at Alexandra Place, Colombo



BACKSTAGE



# Success Story of ODEL

## ▪ 2004

Odel Mind, Body & Soul. A new brand identity is unveiled. becomes a new logo and the first step in the journey of making Odel an international superstore

## ▪ 2005

Open 24x7, the last chance for ultimate shopping experience in Sri Lanka with the opening of a store at the Bandaranaike International Airport

## ▪ 2007

The first year of aggressive expansion is marked by setting up of two new stores in Kohuwala and Ja-Ela



BACKSTAGE



# Success Story of ODEL

## ▪ 2009

Embracing opportunities and entering into a new phase of expansion – Odel begins setting up of stores in Colombo suburbs

## ▪ 2010

Odel is the first ever fashion retailer in the country to go public. The Company's IPO in July 2010, and was oversubscribed by over 60 times within 24 hours of opening. Odel has expanded its floor space from 1,165 in 1990 to over 135, 000 sq. ft., and its workforce has grown to over 700 employees.



BACKSTAGE



# Success Story of Dilmah

**1930**

Merrill J Fernando, Founder of Dilmah is born in Pallansena, a tiny village in South Western Ceylon August

**1950**

Merrill begins his journey in tea, as a trainee Tea Taster in London

**1981**

The incorporation of Ceylon Tea Services, the company which markets Dilmah Tea

**1988**

Launch of Dilmah Tea in Sydney Australia

# Success Story of Dilmah

- 2000** - Dilmah launches in Sri Lanka September
- 2001** - Dilmah launches in United Kingdom January
- 2005** - Dilmah wins TASTE\_05 Award at Anuga for its collection of handmade, boutique teas Dilmah t-Series VSRTxs
- 2005** - Medinge honors Dilmah as a Top Brand with a Conscience
- 2005** - Dilmah receives Presidential Env't Award
- 2006** - Dilmah celebrates 15 year anniversary in Poland
- 2007** - Dilmah wins People's Export Brand of the year

# Success Story of Dilmah

**2009**

21 years of Dilmah and the founder of Dilmah, Merrill J. Fernando's 60th year in Tea

## Today Dilmah

- is among the 10 leading brands in the world
- has over 30,000 workers in MJF Group plantations
- employs 1,500 staff and workers in its trading and production activities.

Most importantly, Dilmah has inspired many other tea exporting firms and make a significant contribution to USD 1.4 Bn export earnings from TEA

Thank YOU