

WIPO's Program on IP for SMEs: Initiatives and Projects

Federico Guicciardini C.S.

Deputy Director

SMEs Division

World Intellectual Property Organization (WIPO)

Table of Contents

- (1) Our Mandate
- (2) Outreach
- (3) Including IP in SMEs Products
- (4) Events
- (5) Research
- (6) Key Challenges

Our Mandate

- Milestone: Milan's Plan of Action (February 2001)
- Practical IP solutions for SMEs worldwide
- Nationally-focused IP customized approach
- International network for IP promotion
- Making the very best use of the Internet
- Partnerships within and outside the UN

Outreach

Outreach: (a) SMEs Website

Aim: Use the Internet to reach out to the greatest number of SMEs and SMEs support institutions with practical information on IP from a business perspective.

Launched in English in July 2001

Spanish version: November 2001

French version: February 2002

Arabic, Chinese and Russian versions: March 2003.

Over 1,500 pages of regularly-updated practical information on IP for SMEs and SMEs support institutions in English.



Search

Contact

العربية · 中文 · Español · Français · Português

Activities & Services

Welcome to the SMEs Website

Have you ever wondered what is "intellectual property" or what relevance it could possibly have to the creation or success of a small or medium-sized enterprise (SME)? If yes, then you have come to the right place.

Here, we take a close look at intellectual property (IP) from the perspective of SMEs and analyze the possibilities offered by the IP system for improving their performance and competitiveness.

The web site also offers details on the activities of WIPO's SMEs Division and provides information of interest to SME support institutions.



Mailing List

Enter your E-mail address to receive monthly e-mail newsletter:

Subscribe

[\[Archives\]](#)



IP and SMEs Brochure [\[PDF\]](#)

- [SME Home](#)
- [Intellectual Property for Business](#)
- [Intellectual Property and E-Commerce](#)
- [Activities](#)
- [Partners](#)
- [Best Practices](#)
- [Case Studies](#)
- [Documents](#)
- [Links Database](#)
- [FAQs](#)
- [Contact us](#)

News

New [Valuation of Intellectual Property: What? Why? and How?](#)

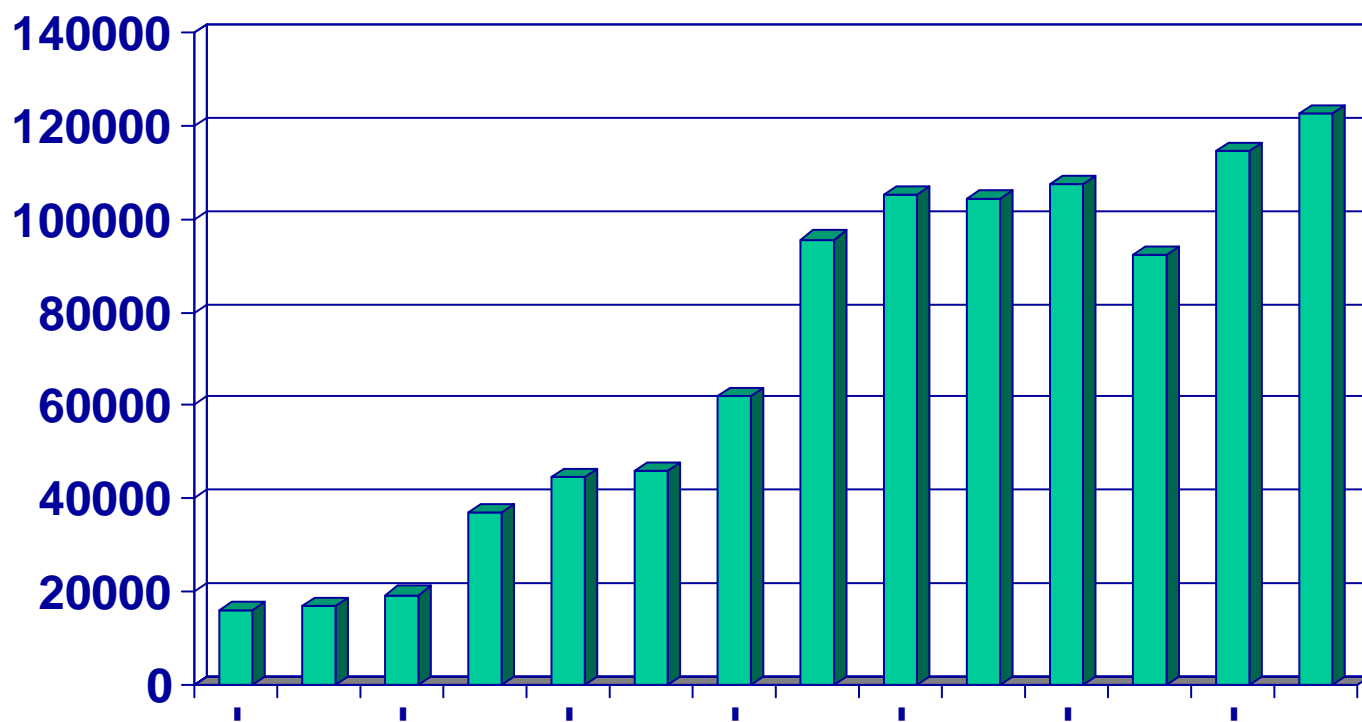
New [Making a Mark: An Introduction to Trademarks for Small and Medium-sized Enterprises](#). The first in the new series of WIPO guides on "Intellectual Property for Business".

New [Domain Names: Making a Good Choice](#). Article published in the July-August issue of the WIPO Magazine.

New [Norwegian SMEs and the IPR System: Exploration and Analysis](#): executive summary.

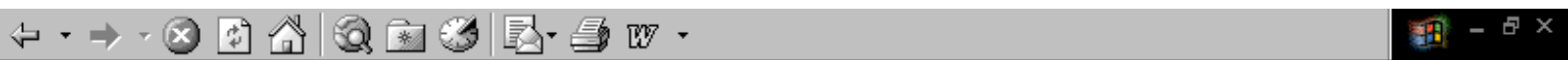
[printable](#) version

SMEs Website: Monthly Hits (2001-03)



Outreach: (a) SMEs Website

Some Highlights:



[Home](#) > [Activities & Services](#) > [Small and Medium-Sized Enterprises](#)

Links to Internet Resources

This database provides links to on-line information on the protection and commercialization of intellectual property (IP) especially of interest to small and medium-sized enterprises (SMEs). The list is not a substitute for professional advice. It has been compiled with a view to facilitate the location of accurate IP and business related information. For all legal matters, users should seek independent legal, business or other professional advice before relying or acting on any information provided by the listed Web sites.



IP Links Database

- Access the [SME IP Links Database](#)
- List of [Abbreviations](#) Used in the Database

Notice and Disclaimer About External Links

All external links from the SMEs Web site of WIPO have been pre-screened and assessed, to the extent possible, for appropriateness of their content in terms of the objectives of the SMEs Web site. Further, on a regular but periodic basis, the external links are checked and updated. Yet some of the links may not be working and/or the list may not be up-to-date, accurate or complete.

Should you find any broken links or links that need to be modified, updated or removed, or if you have any further comments or suggestions concerning the links provided in this database, please contact us by e-mail at SME.Mail@wipo.int.

[Disclaimer](#)

[SME Home](#)

[Intellectual Property for Business](#)

[Intellectual Property and E-Commerce](#)

[Activities](#)

[Partners](#)

[Best Practices](#)

[Case Studies](#)

[Documents](#)

[Links Database](#)

[FAQs](#)

[Contact us](#)

[printable version](#)]



SME Home
Intellectual Property for Business
Intellectual Property and E-Commerce
Activities
Partners
Best Practices
Case Studies
Documents
Links Database
FAQs
Contact us

Partners and Support Institutions

Why do we want to work with partners and SME support institutions?

Given the overwhelming number of SMEs, collaboration with institutions operating at the international, regional, national and local levels that represent the interests of SMEs appears to be the only way to effectively reach out to such a vast number of potential clients. Through such collaboration, IP services to SMEs could be integrated into the existing framework of services aimed at assisting SMEs in facing some of their daily business challenges. Many partners and support institutions have useful **web sites**. Some are referred to [here](#).

Who are our potential partners?

Our potential partners include institutions responsible for formulating, financing and implementing policies and activities aimed at supporting the development of the SMEs sector, as well as IP offices and business consultants. An [indicative list](#) of potential partners is available.

How do we co-operate and collaborate?

While we like to be proactive, we also welcome any request for collaboration. Feel free to [contact us](#) if you need any information or clarification on this matter.

Our co-operation normally begins on an *ad hoc* basis, often initiated by a phone call or e-mail. Whenever possible and appropriate, it is followed by a formal visit by either side, and may gradually result in joint activities and projects. At no stage do we insist on signing a formal agreement or a memorandum of understanding (MOU) to define the scope or modalities of our mutual co-operation.

WIPO brings to the joint effort its vast in-house and external network of technical expertise and experience

[printable version](#)]



[Home](#) > [Activities & Services](#) > [Small and Medium-Sized Enterprises](#)

- SME Home
- Intellectual Property for Business
- Intellectual Property and E-Commerce
- Activities
- Partners
- Best Practices
- Case Studies
- Documents
- Links Database
- FAQs
- Contact us

Some Web Sites of Partners and SME Support Institutions

Abu-Ghazaleh Intellectual Property (AGIP) lawfirm	http://www.agip.com
Academy of Applied Science (US)	http://www.aas-world.org
Arab Society for Intellectual Property (ASIP)	http://www.aspip.org
Asia-Pacific Economic Cooperation (APEC)	http://www.BizAPEC.com/ http://www.actetsme.org.ph/
Central European Initiative	http://www.ceinet.org
Enterprise Ireland	http://www.enterprise-ireland.ie
European Commission Programme for the Promotion of Innovation and Encouragement of SME Participation	http://www.cordis.lu/innovation-smes/home.html
European Small Business Alliance (ESBA)	http://www.esba-europe.org/
European Union's Programme for Promoting Entrepreneurship and SMEs	http://europa.eu.int/comm/enterprise/entrepreneurship/index.htm
Foundation for Finnish Inventions	http://www.innofin.com
Global Information Network for SMEs	http://www.gin.sme.ne.jp/home.html
Hong Kong SME Information Centre	http://www.sme.qcn.gov.hk/smeop/english/index/cfm
Industry Canada	http://strategis.ic.gc.ca/
Institut National de la Propriété Industrielle (INPI)	http://www.inpi.fr

[printable version](#)]

Outreach: (a) SMEs Website

Future Tasks:

Outreach: (b) SMEs CD-ROM

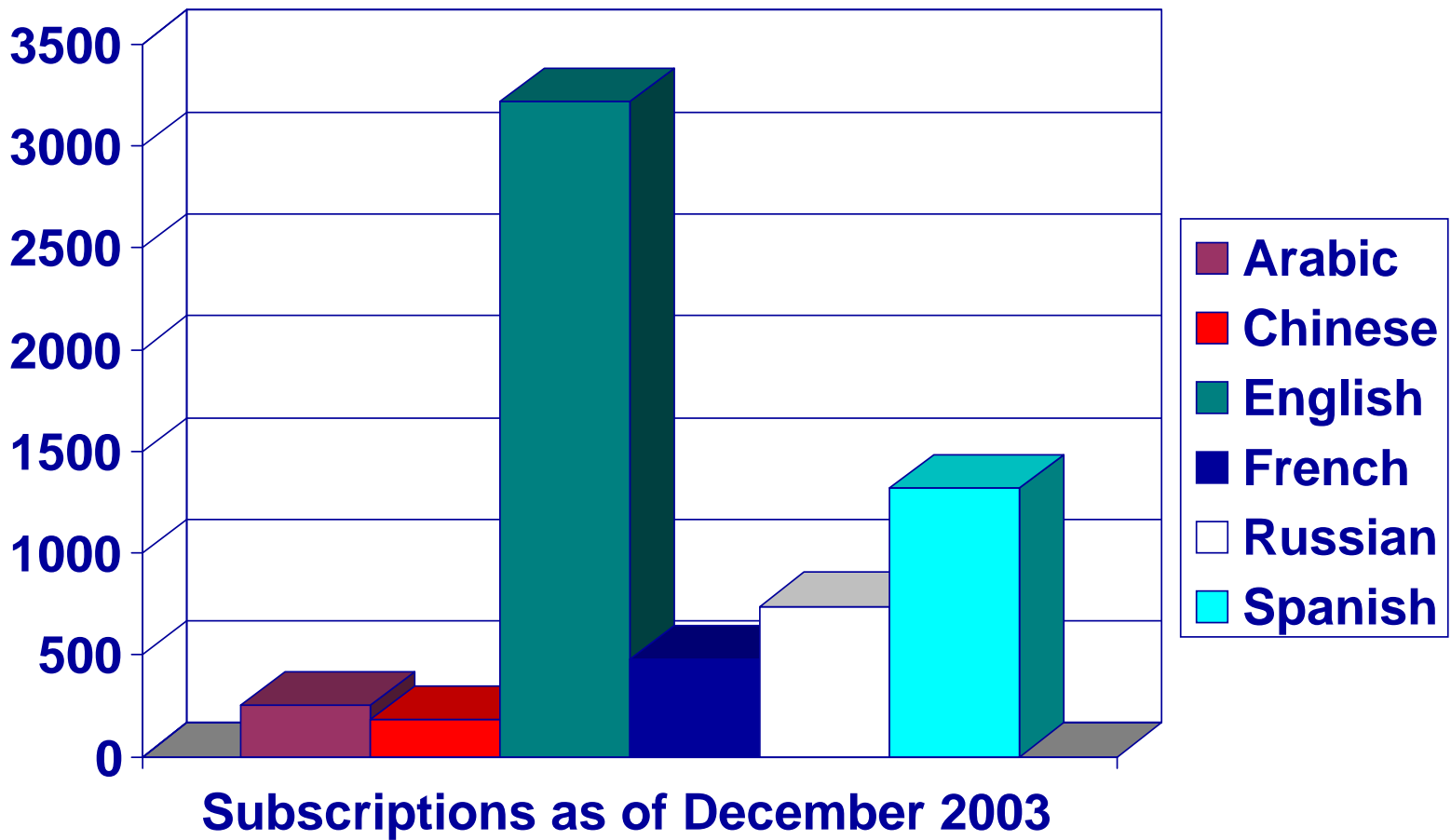
- Our aim is to publish the entire content of the SME Website in a single multi-language product:



Outreach: (c) Electronic-Newsletter

- The objective is to reach out regularly to partners and interested readers with articles, useful links, case studies, best practices, activities on IP for SMEs. Currently available in 6 languages
- Subscribers:

(c) E-Newsletter (by Language)



Information Outreach: (d) Articles

15 substantive articles for WIPO Magazine. Republished on SMEs Website. Some illustrative topics:

- Practical IP Issues in Developing a Business Plan
- IP Ownership: Avoiding Disputes
- Licensing of IP Assets; Advantages and Disadvantages
- Trade Secrets are Gold Nuggets: Protect Them
- Copyright Protection: Reaping the Benefits of Literary or Artistic Creativity
- Future Tasks: publish articles in a booklet and continue activity

Outreach: (e) Papers

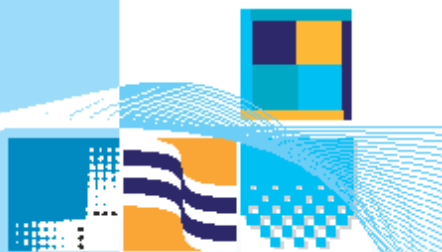
Over 20 substantive papers on a broad range of issues. Some examples:

Outreach: (f) Guides

- New Series of Guides on IP for Business:
Published:

La proprietà intellettuale
e l'impresa

N° 1



CREARE UN MARCHIO

Introduzione all'utilizzo
dei marchi per le piccole
e medie imprese



ORGANIZZAZIONE
MONDIALE
DELLA PROPRIETÀ
INTELLETTUALE

La proprietà intellettuale
e l'impresa

N° 2



LA BELLEZZA DELLA FORMA

Introduzione al disegno
industriale per le piccole
e medie imprese



ORGANIZZAZIONE
MONDIALE
DELLA PROPRIETÀ
INTELLETTUALE

Outreach: (g) Other Products

- Manual on Collective marks, Certification marks and Geographical Indications (under preparation)
- Policy Guidelines on Best Practices on IP for SMEs (under preparation)

Including IP in SMEs Products

Including IP in SMEs Products (a)

Include an IP component in publications, activities, toolkits of partner institutions targeted to SMEs. This in view of creating a customized IP content. Examples:

- INVESTIGUIDE of the CEI
- ITC Guide on “Exporting Automotive Components”
- Five Research Studies by the ILO on Creative Industries in SADC Region

Including IP in SMEs Products (b)

- WIPO/ITC Guide on “Marketing of Crafts and Visual Arts: The Role of IP - A Practical Guide”
- WIPO/ITC Negotiating Technology Licenses: A Basic Training Manual
- WIPO/ITC Guide on Secrets of IP for Exporters

Events

Events (a)

Strategy:

- Bring IP issues to SME events
- Bring business perspective to IP events
- Video-conferencing, wherever possible
- Dissemination of background documents and/or PPTs
- Work with appropriate external partners to guarantee participation of target group
- Include IP within broader framework of support to SMEs for enhancing their competitiveness

Events (b)

Participated in (or made substantive contribution to) 83 events worldwide (January 2002 - November 2003)

- Events organized by the SMEs Division: 7
- Events organized by External Partners: 35
- Events organized by/with Internal Partners: 43
- Background documents for internal partners: 6
- Expert meetings 4
- Expert missions (Asia, Africa, Latin America & Caribbean, Eastern Europe): 4
- Participants (period 2002 - 2003): over 7,100

Events (c)

Main external partners and number of events:

- IP Offices: 24
- Intergovernmental Organizations: 17
- SME Support Institutions: 9
- NGOs: 8
- Universities: 7

Events (d)

Future Tasks:

Holding self-financed events in Geneva for selected target groups, such as:

- Seminar for technology managers of incubators and science parks
- Train the trainers programs
- Orientation program on IP for SMEs for Geneva-based diplomats

Research

Research

Aim: Keeping abreast with current IP environment for business and IP use by SMEs. Some examples:

- Norwegian SMEs and the IPR system: Exploration and Analysis (Published)
- WIPO Survey of IP Services of European Technology Incubators (Published)
- National Studies on IP and SMEs (on going: Bhutan, Mongolia, Nepal, Philippines, Sri Lanka, Tanzania and Sierra Leone, Chile, Colombia, Costa Rica, El Salvador, Honduras and Paraguay)
- Study on Copyright Industries in Five Arab Countries



NORWEGIAN SMALL AND MEDIUM-SIZED ENTERPRISES
AND THE INTELLECTUAL PROPERTY RIGHTS SYSTEM:
EXPLORATION AND ANALYSIS

Key Challenges

Key Challenges

- Working closely with SME Focal Points and SME Support Institutions
- Benchmarking best practices
- Working in Arabic, Chinese, Russian
- Video conferencing
- Bringing new products to market faster
- Making Website the key reference on IP for SMEs worldwide
- Information collection and research

Thank You

federico.guicciardini@wipo.int

www.wipo.int/sme