
Japan's Experience in Establishing Legal and Institutional Frameworks on Intellectual Property and JPO's Cooperation with Africa

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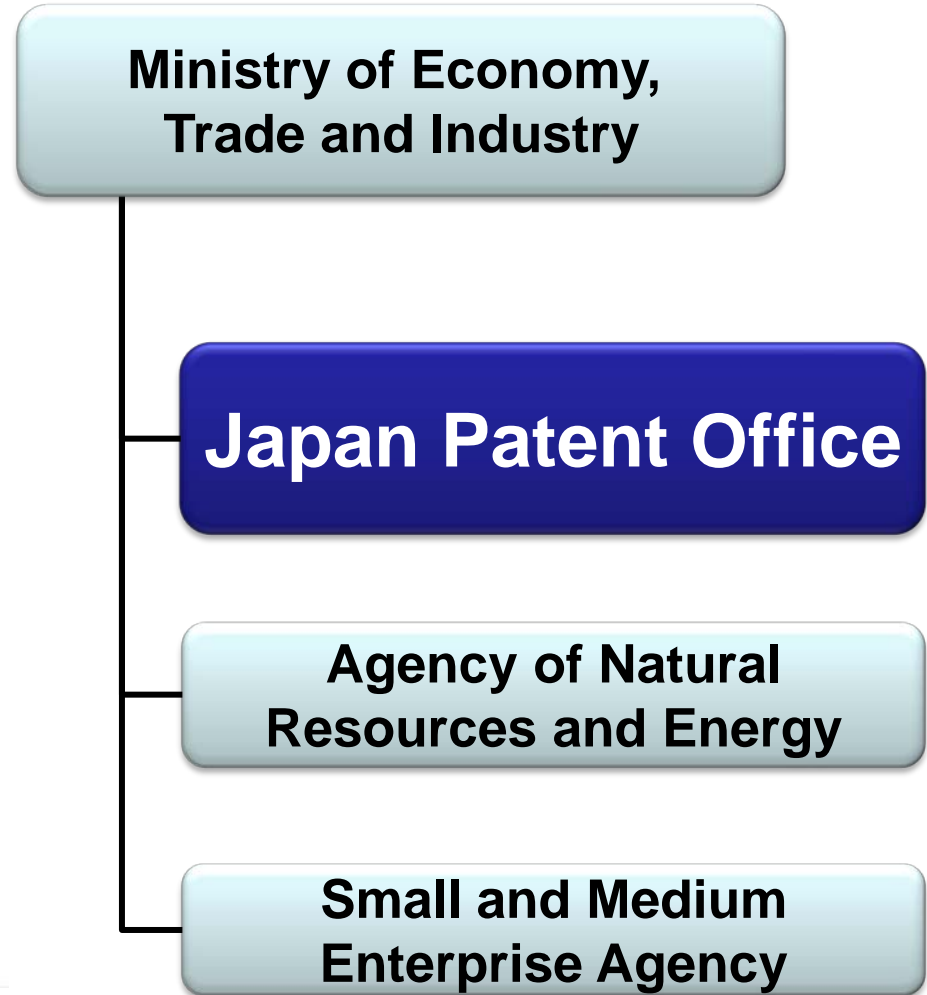
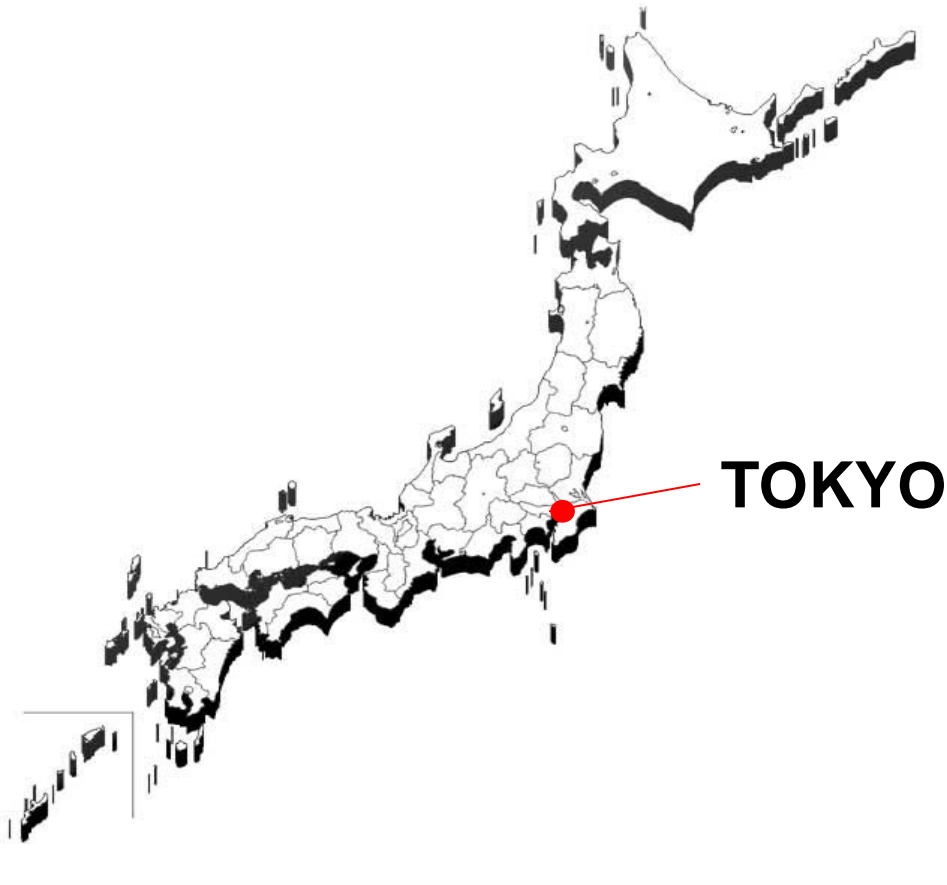
About Japan



- 1. Overview of JPO**
- 2. Legal and Institutional Frameworks of Japanese IP Policy**
- 3. Japanese Industries' Interest in Africa**
- 4. JPO's Cooperation with Africa**

1. Overview of JPO

1-1. Organization



1-2. JPO Building



Japan Patent Office

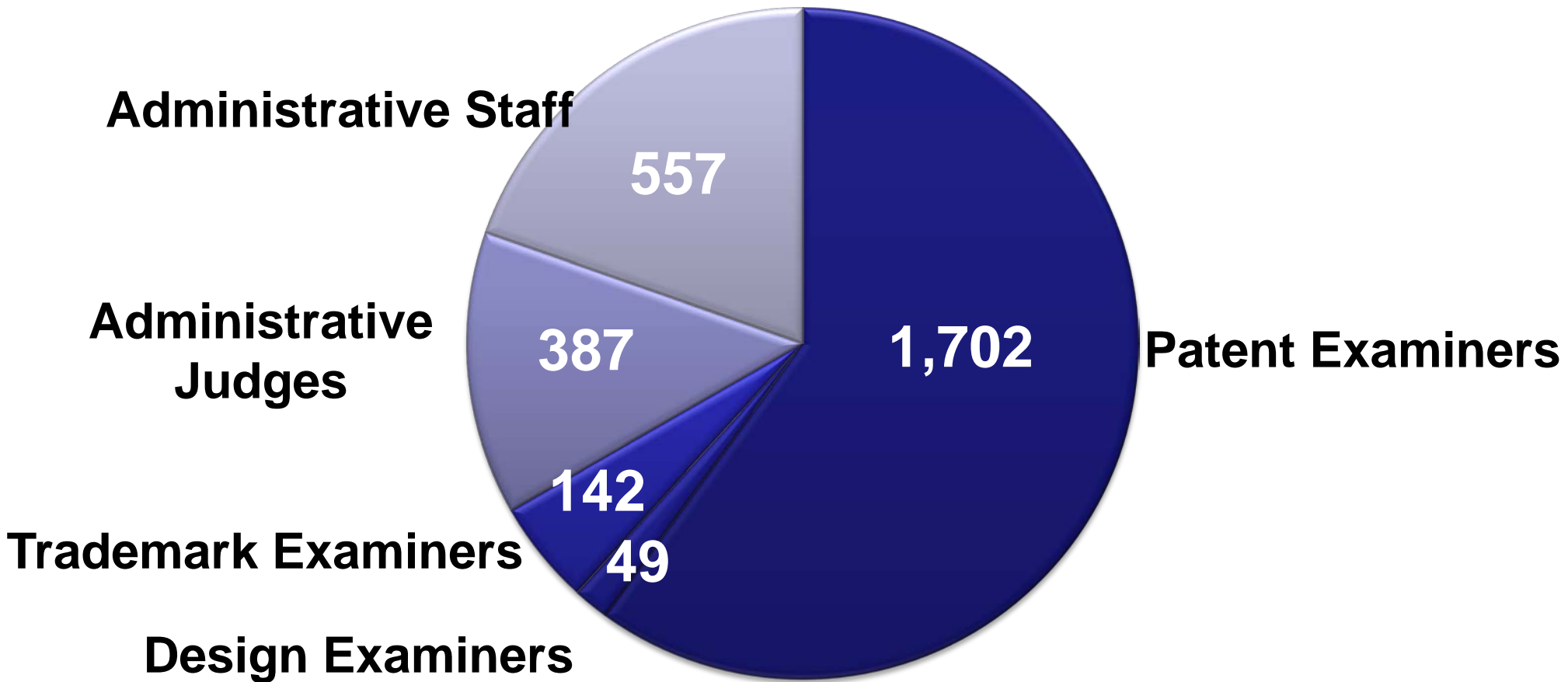
General Affairs Dept.

Trademark and Customer Relations Dept.

Patent and Design Examination Dept.

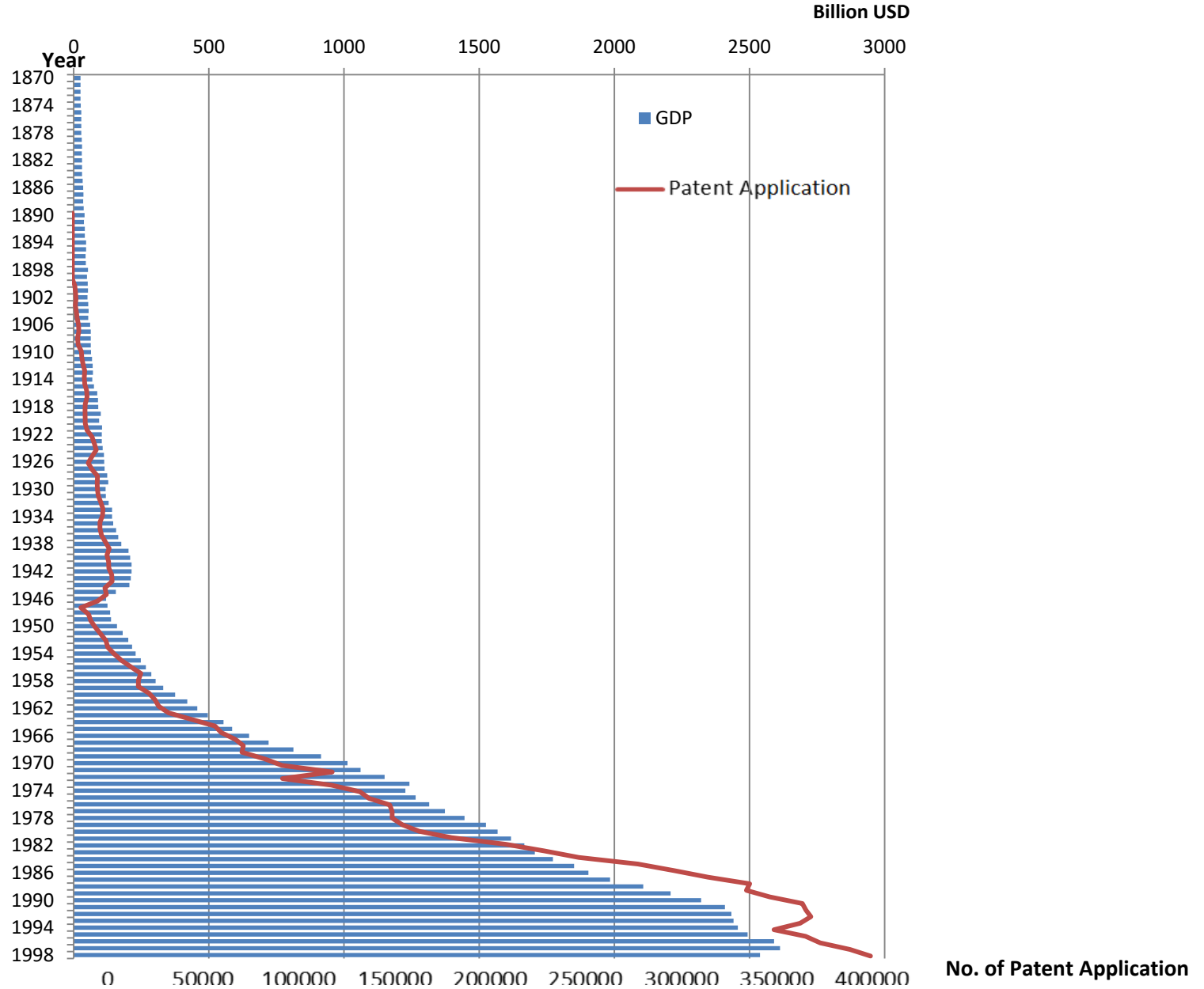
Trial and Appeal Dept.

Total: 2,837 employees (FY2014)



2. Legal and Institutional Frameworks of Japanese IP Policy

2-1. Growth of Patent Application & GDP



1884 **Trademark Law** Enacted

1885 **Patent Law** Enacted

(Patent Office Established)



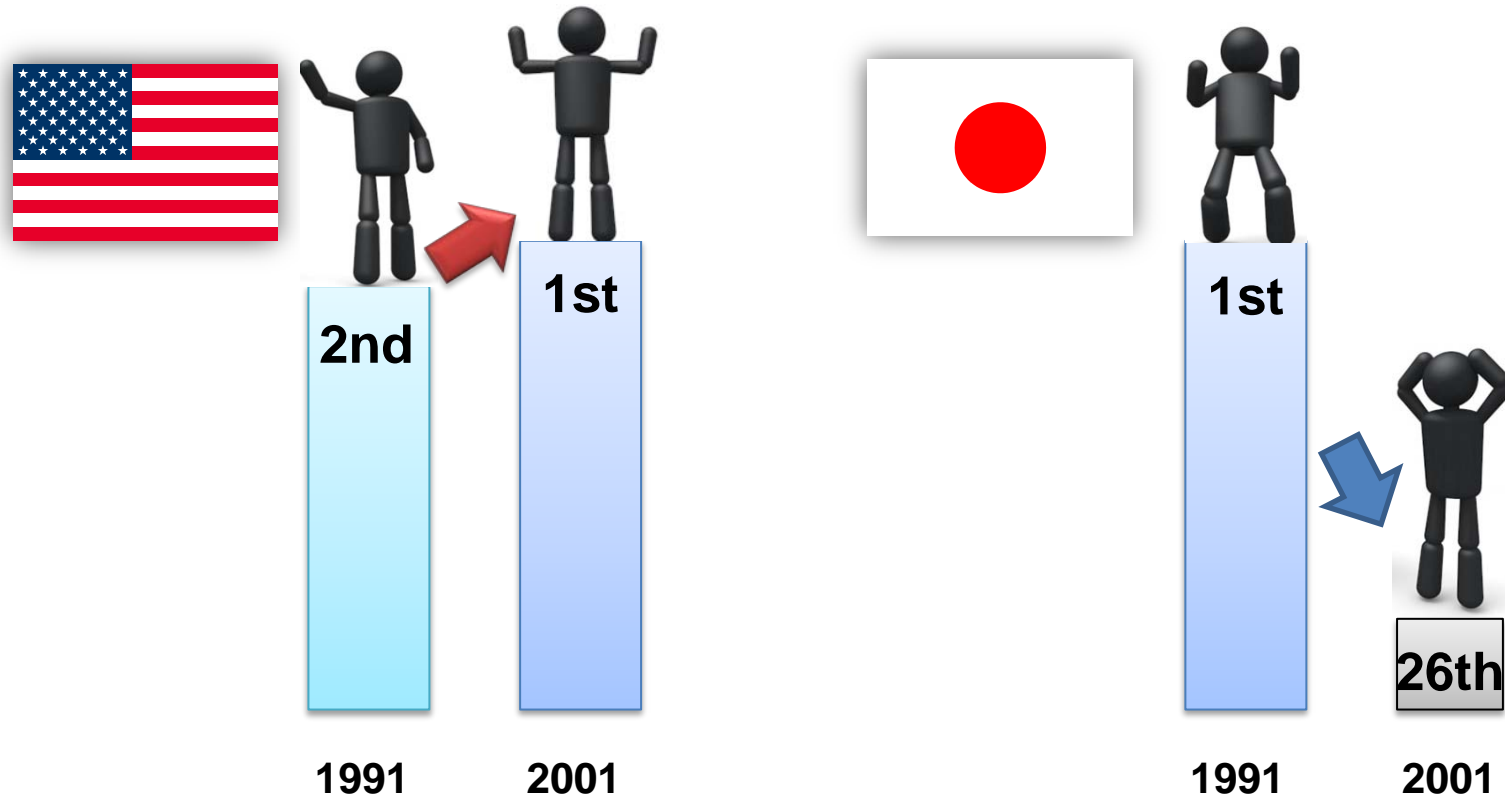
1888 **Design Law** Enacted

1900

Cf. Japanese industrialization
(esp. textile sector) is said to
have started around
mid-1880 to early 1900s

2-3. Background of the need for National IP strategy

- In the late 1990s, there was growing concern about the ***decline in the international competitiveness*** of Japanese industries



Source: IMD "World Competitiveness Yearbook 2001", etc

“As one of our national goals, I will ensure that ***the results of research activities and creative endeavors are translated into intellectual properties that are strategically protected and utilized*** so that we can enhance the international competitiveness of Japanese industries.”



Then PM Junichiro Koizumi

Intellectual Property Strategy Headquarters (Est. 2003, Head by PM, involving ALL MINISTERS)



PM Shinzo Abe delivering address
at a recent IP HQ meeting

Intellectual Property Strategic Program *(formulated & followed up every year)*

Ministry of
Economy,
Trade and
Industry

JPO

Customs

Other
Ministries &
Agencies

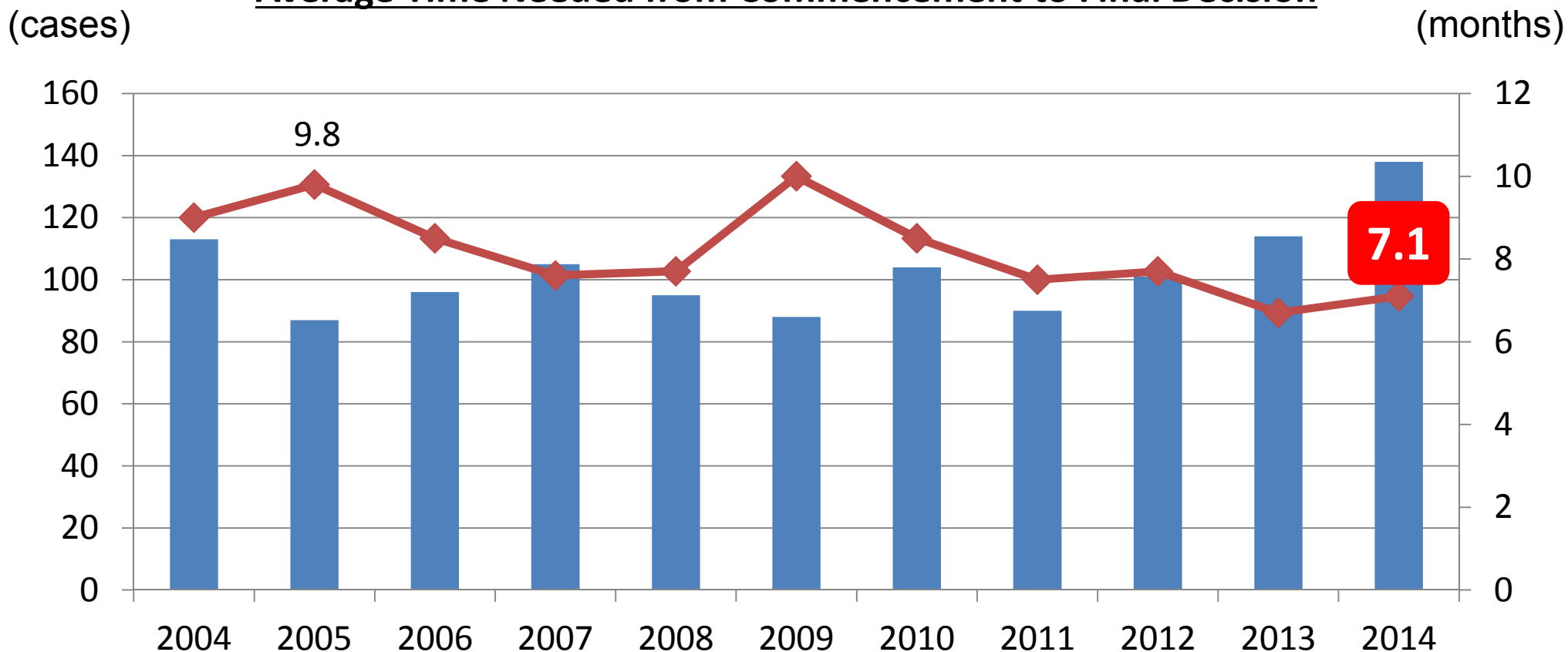
Implementation by all the concerned ministries and agencies

2-6. National IP Strategy - Actions

IP High Court

- Established in April 2005
- Specialized in intellectual property cases

Number of New Civil Cases Received and
Average Time Needed from Commencement to Final Decision



Strengthening IP Management of SMEs

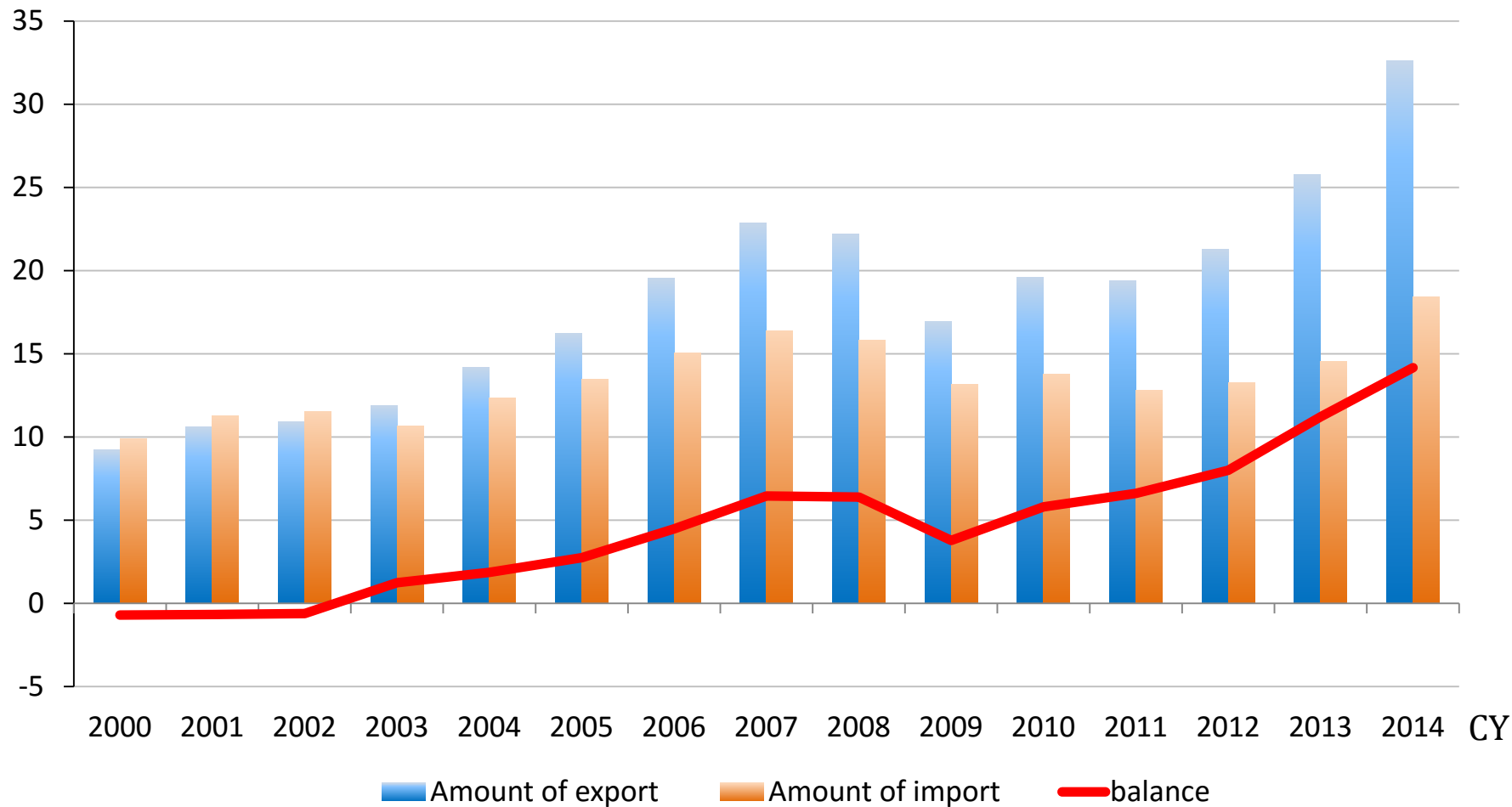
- Sending IP experts to SMEs and universities
- Offering consultations and advice to SMEs at local offices



2-8. Technology Trade Balance

Technology trade balance in Japan

Billion USD



Source: Balance of Payments Statistics reported by Ministry of Finance

1. Speedy and High Quality Examination

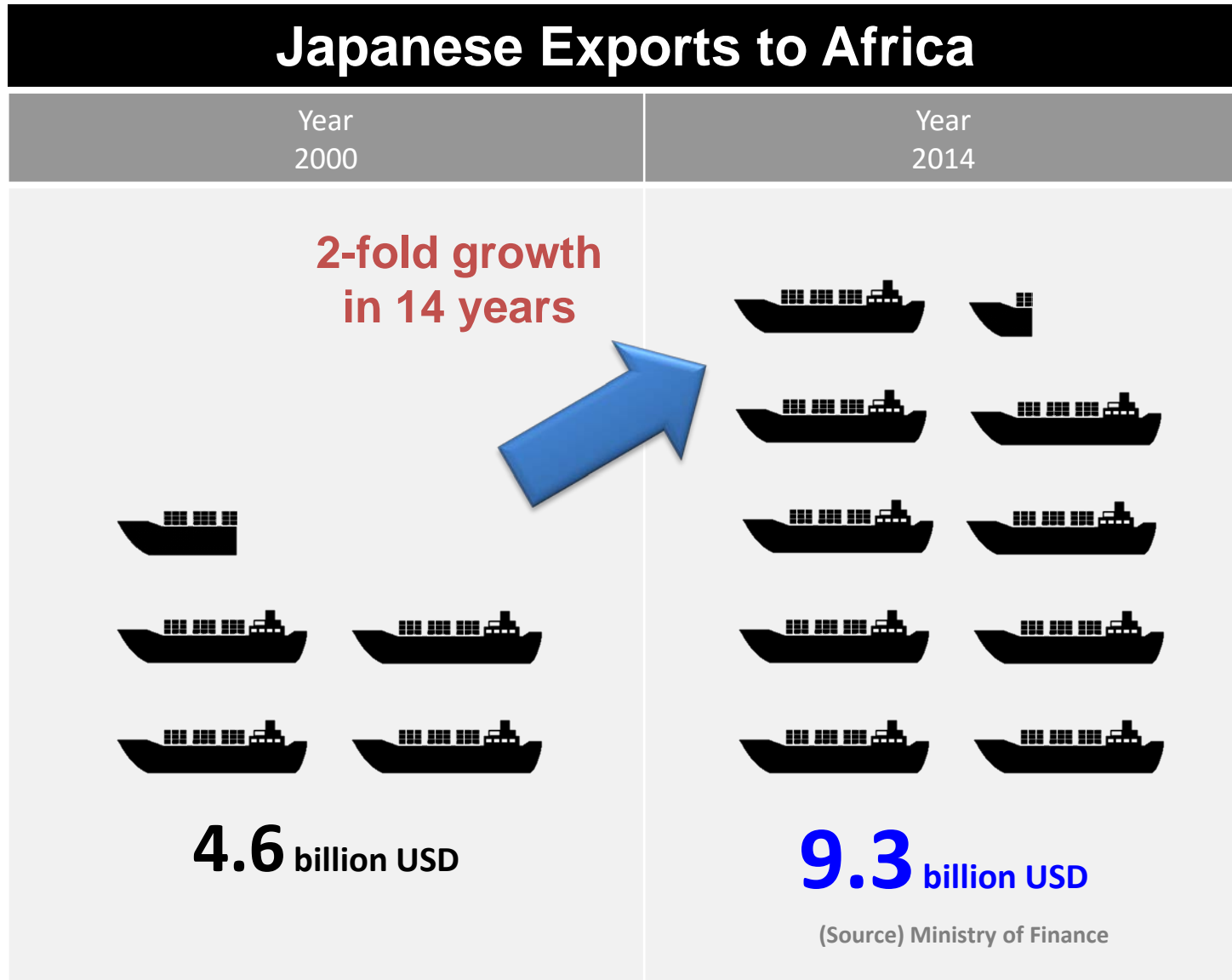
In responding to rapid changes in economic markets, the JPO is focusing on promptly granting the highest quality patent rights that are reliable in and outside Japan.

2. Globalization

With economic activities becoming more and more globalized, the JPO will promote further globalization of the intellectual property system, in order to support the smooth acquisition of global IP rights by users.

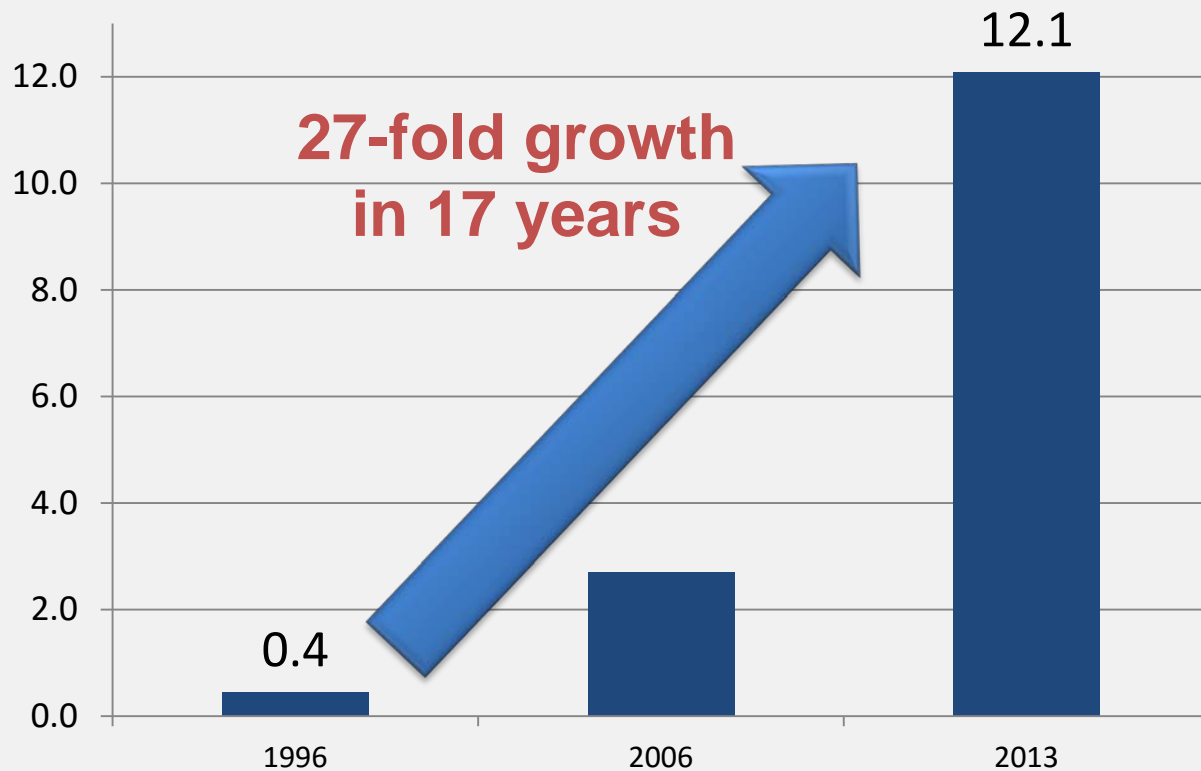
3. Japanese Industries' Interest in Africa

3-1. Japanese Industries' Interest in Africa has Grown..



Japanese FDI Stock in Africa

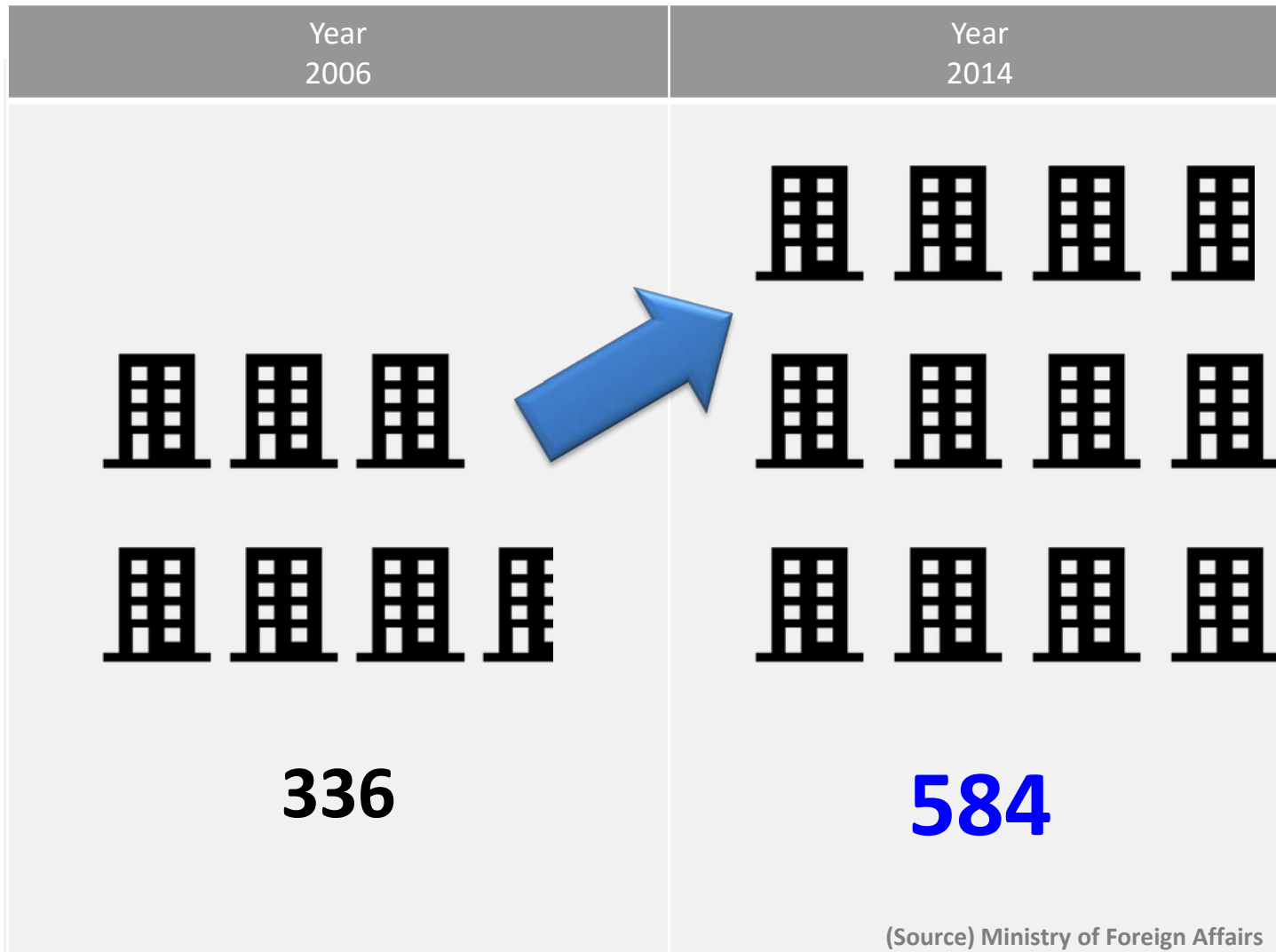
(US\$ billion)



(Source) Bank of Japan

3-3. Japanese Industries' Interest in Africa has Grown

Number of Japanese Companies in Africa



Japanese Industries' Prospect in Africa

- Over 95% of Japanese companies based in Africa intends to expand or maintain its business

Question: In the coming few years, you think your business in Africa to be:



(Source) JETRO Survey, March 2015. This survey was conducted in 2014, targeting 362 Japanese companies based in selected 24 African countries, such as South Africa, Egypt, Morocco, Kenya, Nigeria and Cote d'Ivoire.

3-5. Contribution to local communities

Ex. Yamaha "Clean Water Supply System"



Concept

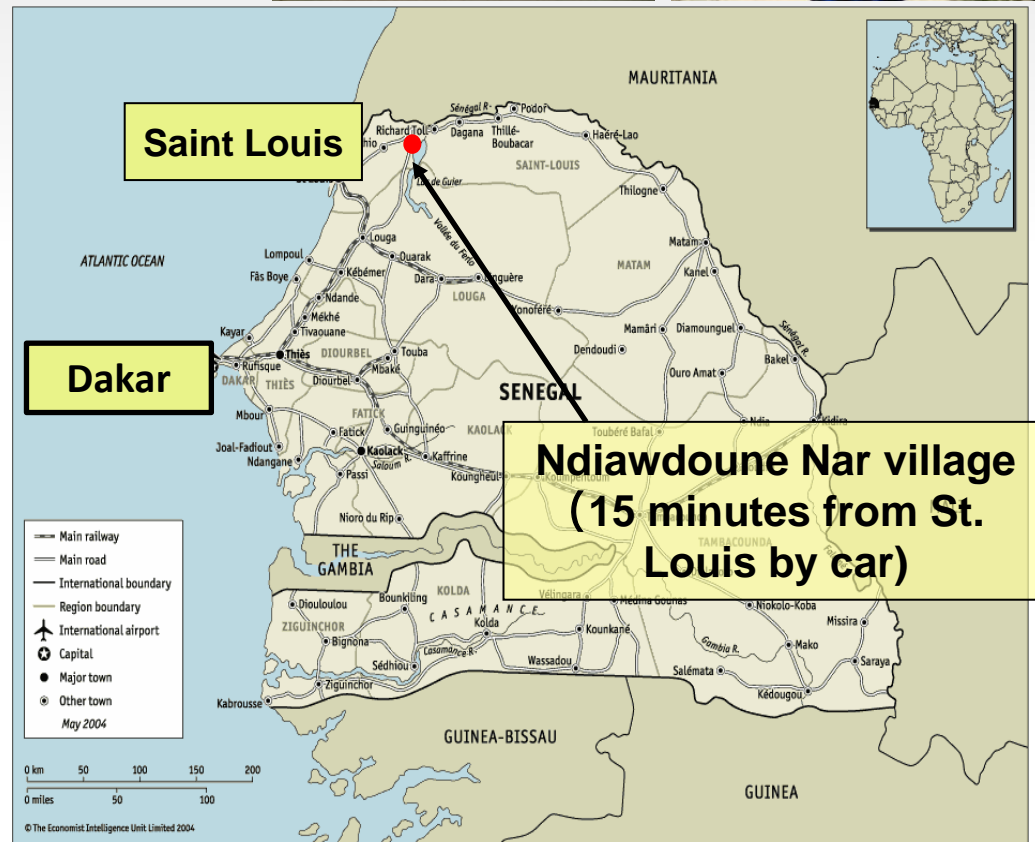
Compact Water Purification System for surface water e.g. from river, lake, for rural areas having difficulty to obtain safe water.



<Location> Ndiawdoune Nar Village



*Photograph by Shinichi Kuno/JICA

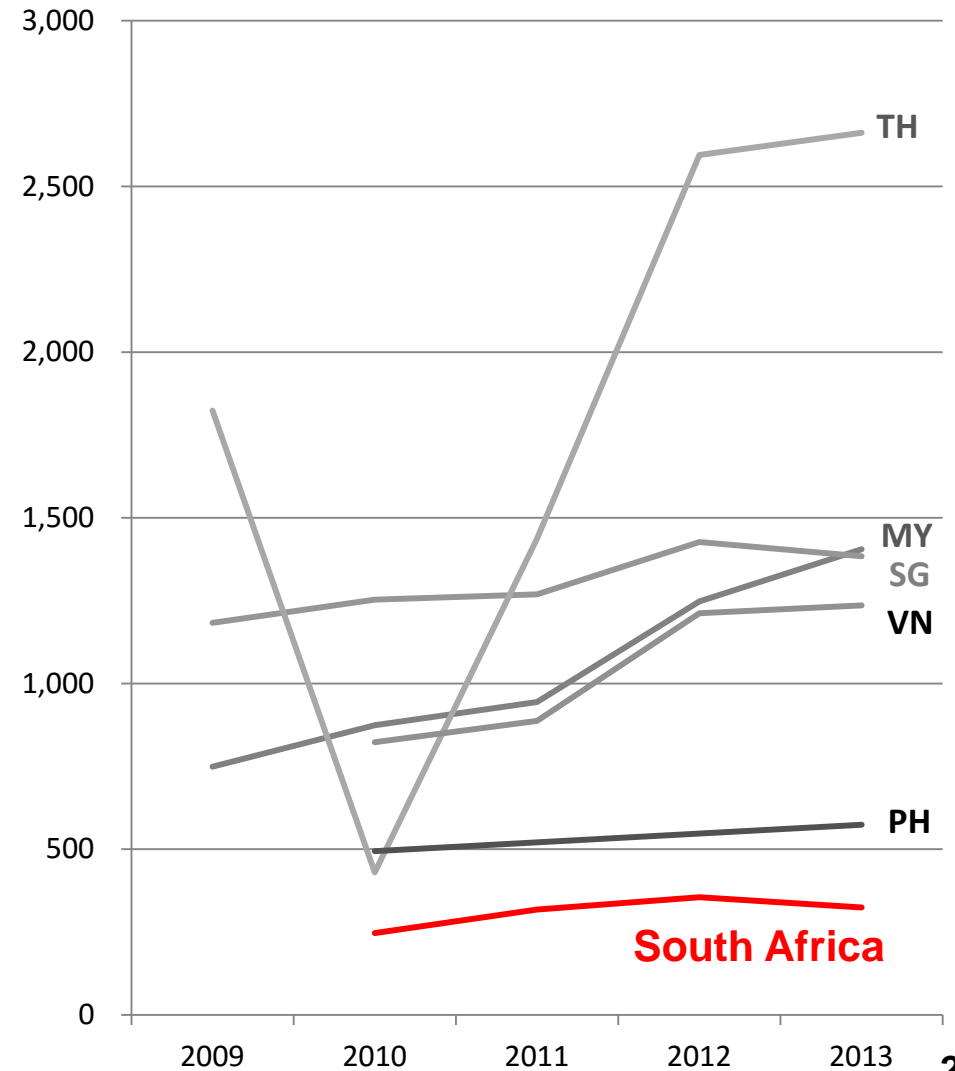
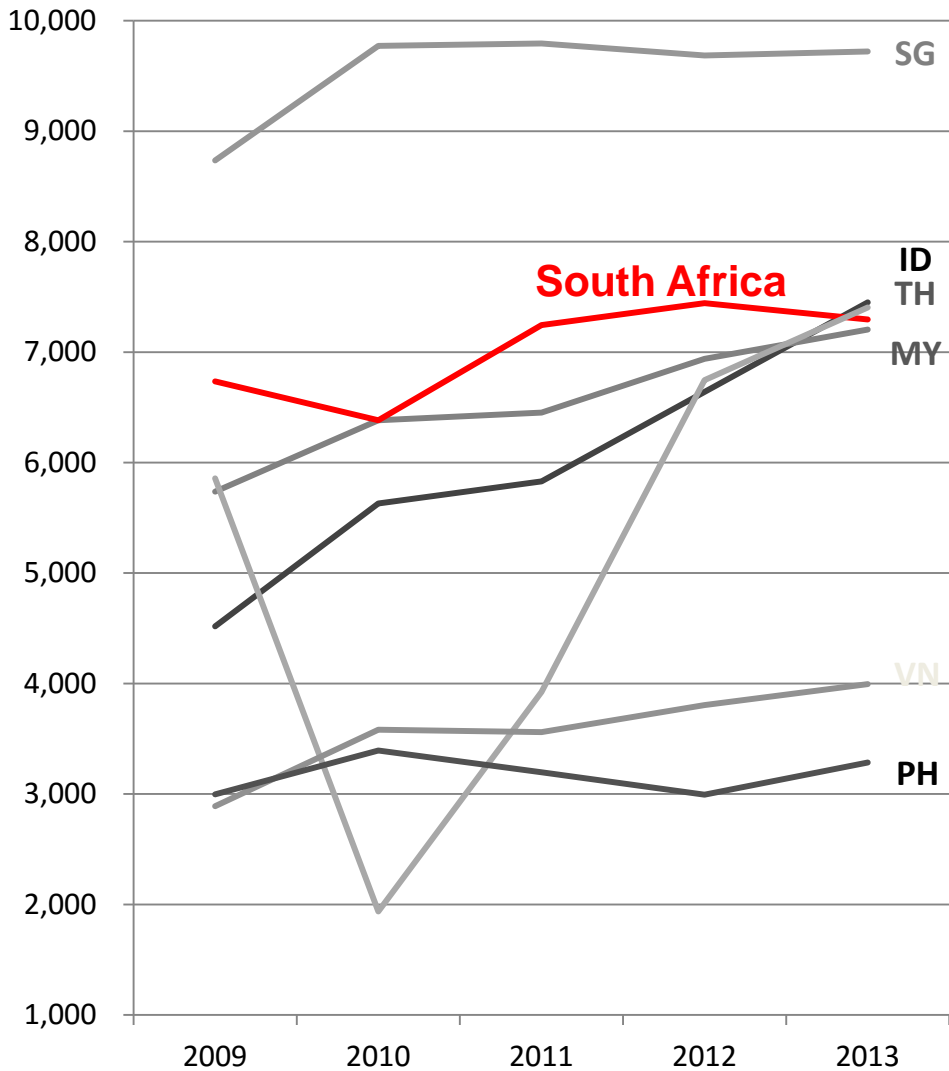


3-6. Current Japanese IP Activities in Africa

Patent Application in South Africa, Comparison with ASEAN 6 Countries

Total

Filed from Japan



3-7. But their interest starts to grow also in IP field

- In Sep. 2015, Japan Intellectual Property Association (JIPA), a non-profit organization comprising of approx. 1,300 major Japanese companies, organized a mission to Africa



Members of JIPA Mission with ARIPO Management
Photo ARIPO

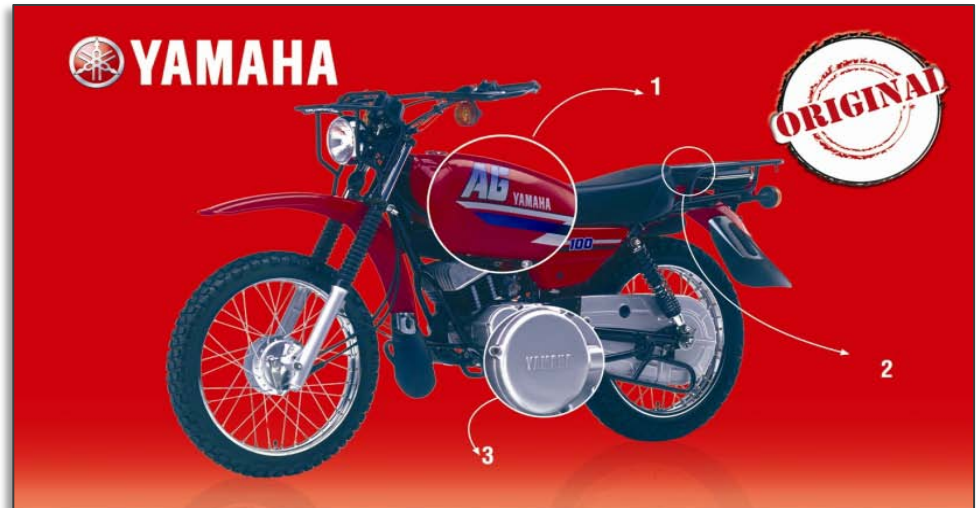
1. **Easier access** to intellectual property information and data
2. **Prompt & reliable examination and registration** of industrial property filings
3. **Accession** by more countries to regional IP protection systems (**ARIPO** and **OAPI**)
(or establishment of greater **regional IP Office**)
4. Easier access to, and capacity building of **IP professionals** (intellectual property attorneys)
5. Effective **border enforcement** against counterfeit/pirated goods

3-9. Measures against Counterfeited Products

Awareness campaign for the Public



YAMAHA counterfeit



ATTENTION A LA CONTREFAÇON !!!

Les principales différences externes sur la **FAUSSE YAMAHA** sont :



1 • La marque **YAMAHA** écrite sur le réservoir est une contrefaçon



2 • La marque **YAMAHA** écrite sur la selle est une contrefaçon



3 • Notre logo **YAMAHA** est incrusté dans le carter ici **YAMAHA** est collé sur le carter

Des motocyclettes portant illégalement la marque **YAMAHA** sont commercialisées dans certaines régions du Cameroun.

Ces motocyclettes constituent des contrefaçons **YAMAHA AG100** authentique vendues par le distributeur officiel de **YAMAHA, CAMEROON MOTORS INDUSTRIES (CAMI)**. La fabrication et la vente de motocyclettes contrefaites constituent des violations de droits de la **Société YAMAHA MOTOR INDUSTRIES**, qui exposent leurs auteurs à des poursuites judiciaires.

Ces produits d'imitation ne bénéficient pas de la garantie offerte par la Société **YAMAHA MOTORS CORPORATION (YMC)**. Aussi, les Sociétés **YAMAHA MOTOR CORPORATION (YMC)** et **CAMEROON MOTORS INDUSTRIES (CAMI)** recommandent à leurs clients d'être vigilants.



FAUSSE YAMAHA



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99 68 48 65
Fax : 33 42 95 99

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B.P. 1740
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Bafoussam
B.P. 1045
Tel. : 22 27 12 98
33 44 20 71
Fax : 33 44 47 45

Garoua
B.P. 336
Tel. : 22 27 12 98
Fax : 22 27 20 51
99 80 09 09

4. JPO's Cooperation with Africa

- In order to assist African countries to improve their IP systems, the JPO has initiated various activities under the following frameworks:



- WIPO Japan Funds-in-Trust (WIPO FIT/JP)
(Established in 1987)



- Assistance programs implemented under the JPO's own budget

4-2. JPO's Cooperative Activities with Africa

- In promoting cooperation with Africa, the JPO closely collaborates with Japanese industries, in order to facilitate dialogue between African countries and Japanese investors

Events with the participation of Japanese industries



Policy Dialogue in Casablanca, October 2014



Colloquium in Pretoria, October 2014



Workshop in Harare, October 2014



Workshop in Harare, June 2015

Workshops & Seminars

- In recent years, two high-level meetings were held for the awareness building for lawmakers in ARIPO & OAPI member states and other African countries



JPO Commissioner & Director General with parliamentarians. Photo: WIPO

IP Office Modernization

- WIPO's Automation System
- Data Capture & Digitization of IP documents

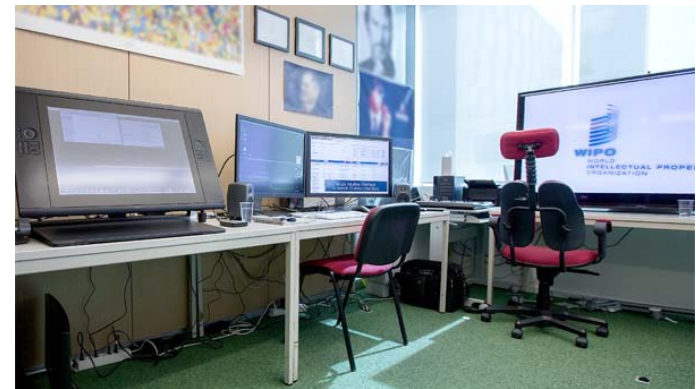
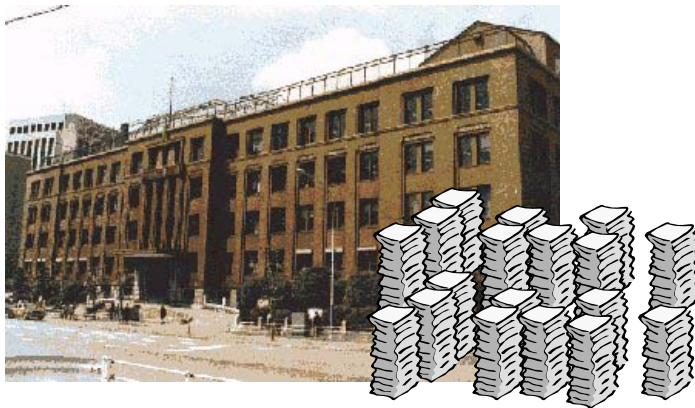


Photo: WIPO

Benefit of IP Office Modernization

- For Users and general public:
Ease & convenience in filing & use of IP information
- For IP Office:
Accuracy & efficiency of business operations

Training Courses in Tokyo

- Subjects include:
IP Administration, IP Examination Practice, IP Enforcement, ICT, etc.
- Total of **81 trainees*** invited from countries in Africa
(*Number of participants, 1996-2014)



Participants to a training course from some African countries with JPO's Director General, Oct 2015

IP Education (Masters Degree in Intellectual Property (MIP))

- About **10 students** have been provided with scholarships each year since 2010 to enroll in WIPO's MIP programs at:

Africa University (Mutare, Zimbabwe) (w/ ARIPO)



Japanese speakers with MIP Students, Photo: JPO & Mr Takao Matsui

IP Education (Masters Degree in Intellectual Property (MIP))

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**Yaoundé II University
(Yaoundé, Cameroon)
(w/ OAPI)**



Participants of MIP program 2014 with Japanese Embassy,
Photo: OAPI

- **Strong commitment of national leaders is key in the improvement of IP system, not only in Japan but in Africa**
- Japanese industries' interest in doing business in Africa is growing, in the IP aspect as well
- JPO is eager to closely collaborate with African countries to tackle the challenges facing Africa

Thank you

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