



High-Level Meeting for Members of Parliament of the African Regional Intellectual Property Organization (ARIPO) Member States: Strategic Use of the Intellectual Property (IP) System for Economic, Cultural, Social and Technological Development

The World Intellectual Property Organization (WIPO): Cooperation for Development

Kampala
March 25, 2015

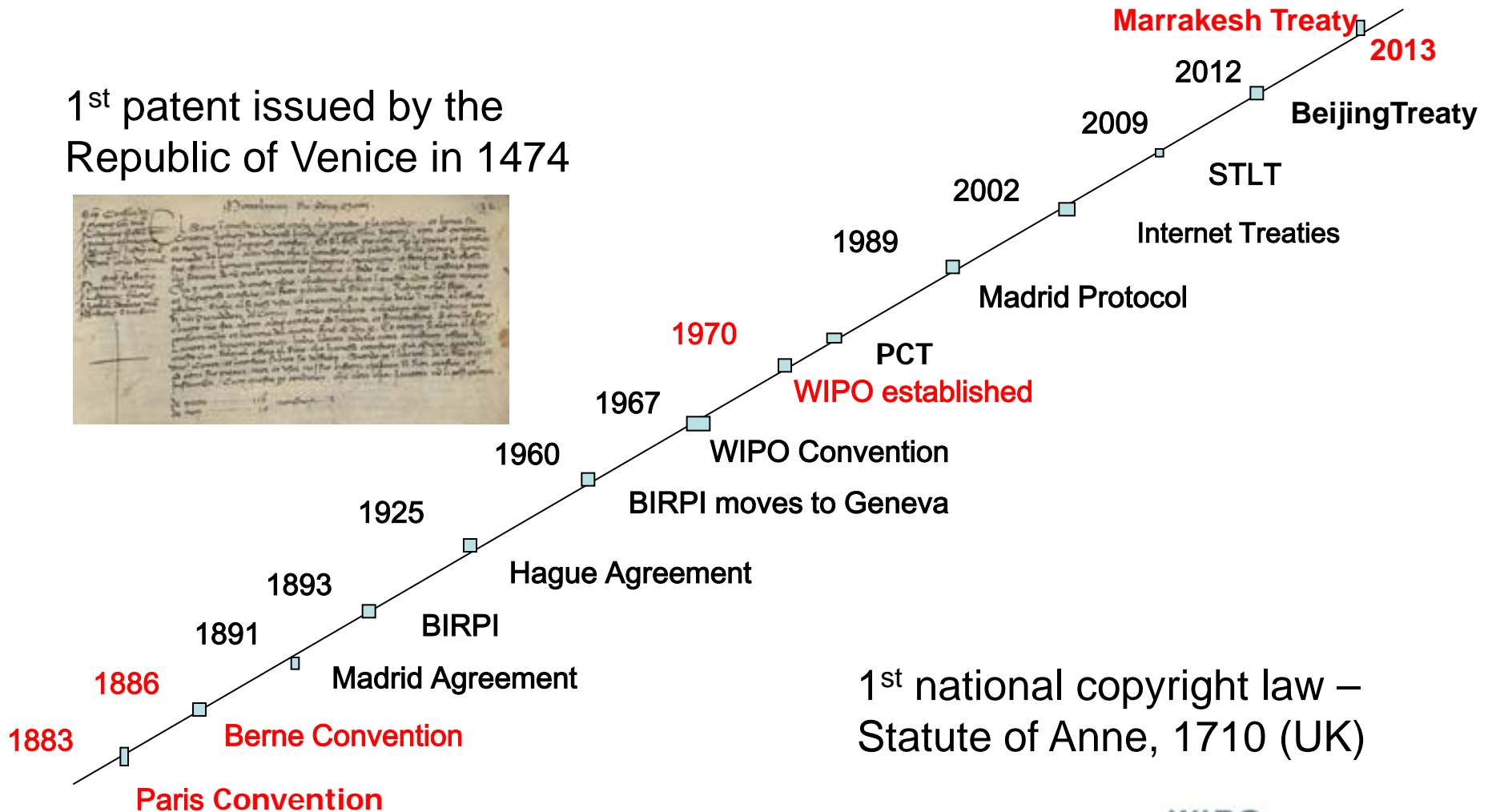
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WIPO:

- History, facts & figures
- Strategic goals
- Cooperation for Development

Historical Milestones : 1883 to 2014

1st patent issued by the Republic of Venice in 1474



1st national copyright law – Statute of Anne, 1710 (UK)

Basic Facts about WIPO



WIPO's Mission:

To enable governments, businesses and individuals in all member states to realize the potential benefits of IP as a driver of innovation and creativity

Status: An int'l intergovernmental organization

Member States: 188

Observers: 350 +

Staff: 1,296 from 118 countries

Treaties Administered: 26

Decisions by: GA, CC, WIPO Conference

IP Outreach

~ for a shared understanding of the contribution and value of IP ~

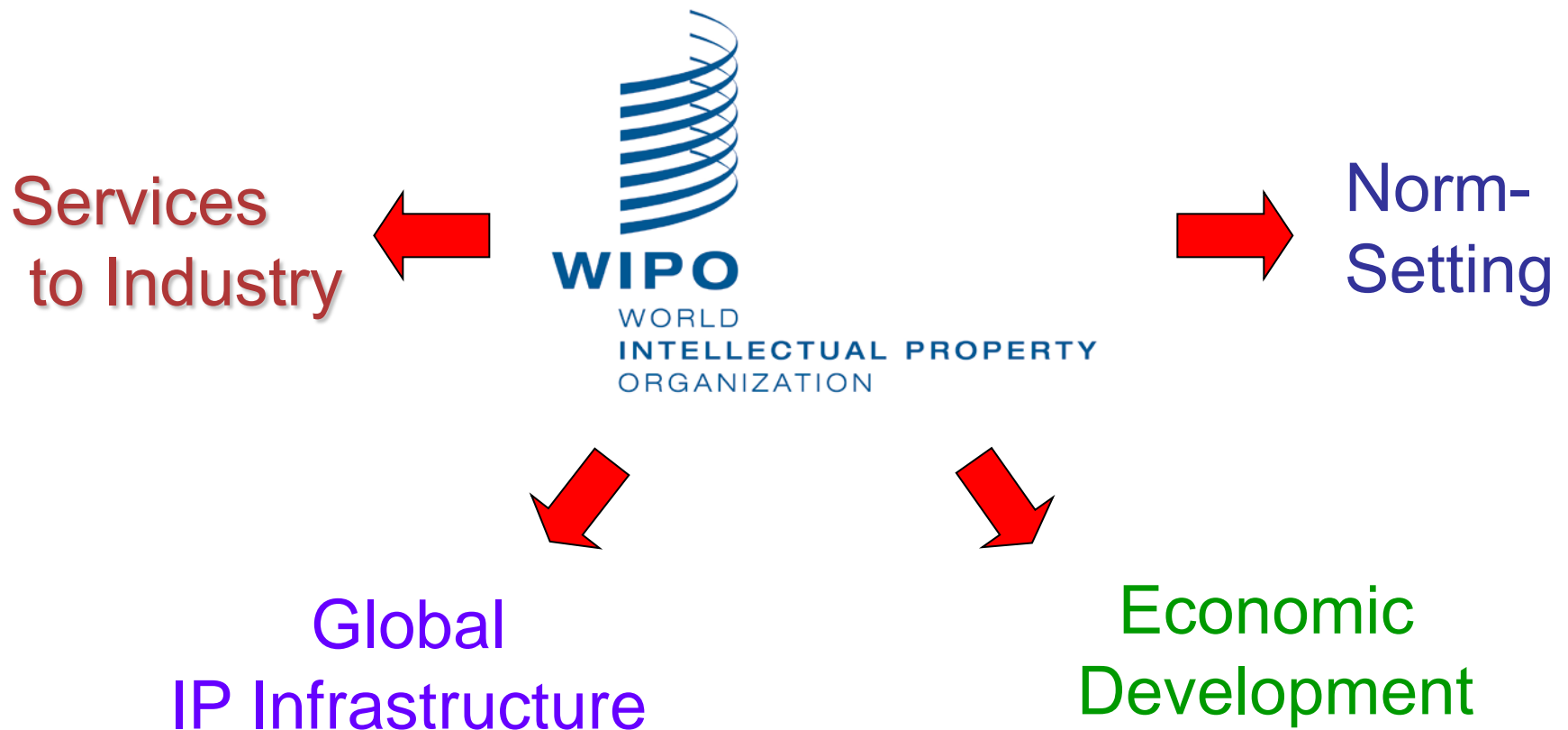
Public Sector and Policy Makers



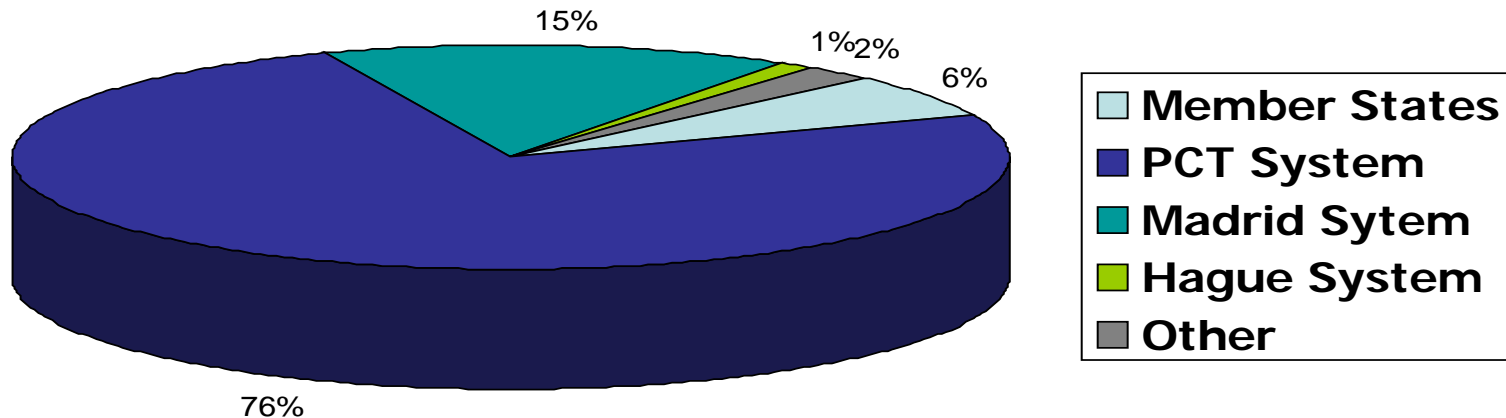
General Public and Civil Society

WIPO's Main Activities

~ A global forum for IP policy, services, information & cooperation ~



WIPO's Main Sources of Revenue



Budget 2014-2015: CHF 673 million

3.8 % increase

Strategic Goals

1. **Balanced Evolution of the International Normative Framework**
 - ✓ *Ensure development of international IP law keeps pace with rapidly evolving technological, geo-economic, social & cultural environment*
2. **Provision of Premier Global IP Services**
 - ✓ *Make core income generating business areas more cost-effective, and ensure they provide value added*
3. **Facilitating the Use of IP for Development**
 - ✓ *Reflects commitment to ensuring all countries are able to benefit from use of IP for development*
 - ✓ *Mainstreaming of development activity in all substantive areas*
4. **Coordination and Development of Global IP Infrastructure**
 - ✓ *New orientation – responds to need for greater technical standardization and work sharing/exchange between offices; best practices; and the need to facilitate participation in global infrastructure/access to benefits;*

Strategic Goals

5. **World Reference Source for IP Information and Analysis**

- ✓ *New impetus - response to demand for empirical analyses, impact studies; contribute to sharing of knowledge by developing a portal of comprehensive IP information resources [World IP Report, GII, Economics Seminars, Publications / WIPO Gold]*

6. **International Cooperation on Building Respect for IP**

- ✓ *Respect for IPRs is a principle shared by all Member States.*
- ✓ *Aims to enhance cooperation in building respect for IPRs; broad goal aiming to identify elements to create an enabling environment*

7. **Addressing IP in relation to Global Policy Themes**

- ✓ *Emphasis on the positive relationship between IP & innovation in re: public health, climate change, food security*
- ✓ *Practical solutions to leverage innovation: WIPO Green; WIPO Re:Search*

8. **Responsive Communications Interface** between WIPO, its Member States and all Stakeholders

- ✓ *...a customer services culture - <http://www.wipo.int/contact/en/>*

9. **Efficient Administration and Financial Support Structure** to enable timely delivery of Programs

Development Sector

Strategic Goal III - Facilitating the use of IP for Development

*The Organization's Development cooperation program continues to be guided by a strategic needs-based approach, organized around four main themes- **the development of national IP and innovation strategies; the development or up-dating of legal and institutional frameworks; the development of infrastructure, (office automation and modernization programs) capacity building,***

Key players - Regional Bureaus (Africa Bureau, Arab Bureau, ASPAC & LAC) , Division for LDCs, Africa Department and Special Projects and the Academy

Cooperation for Development

~ building IP capacity ~

Four Major Pillars based on partnership:

1. Establish a **strategic plan** for IP in conformity with national dvpt plans
2. Strengthen **IP laws and regulations** for a balanced IP system that protects IP and also promotes innovation and creativity
3. **Strengthen infrastructure** esp. of IPOs for provision of 1st class services to all users/creative sectors & facilitate access to IP information from DBs around world
4. **Capacity-building** – training targeting all possible users (policy-makers, lecturers, creators, inventors)

National IP innovation strategies & policies

- The Regional Bureau for Africa works closely with countries in the region upon their request for the elaboration of IP strategies and policy documents
- These projects are formulated to meet the specific needs of the DCs and LDCs –it is not a one size fits all – it is based on Country Vision documents, which acknowledges the catalytic role of IP in the **process of economic value creation** in particular as regards specific sectors (industrialization, agriculture, health, manufacturing industry, commerce, creative industries etc...
- Most IP Strategies and Plans take into account the orientations of **strategic development blueprints (prospective vision documents)** which have been elaborated by a number of countries for the coming decades like the Rwanda 2020, Kenya 2030, Cameroon 2035, Gabon 2025, Uganda 2035.

Africa - Status of IP Policies, Strategies & Plans

Completed / **Waiting Val.**

Botswana

Chad

Comoros

Congo

Gambia

Ghana

Kenya

Liberia

Mali

Malawi

Mauritius

Mozambique

Rwanda

Senegal

Seychelles

Sierra Leone

Tanzania

Zambia

On going (different stages of implémentation)

Burundi

Cameroon

Cape Verde

Cote d'Ivoire

Ethiopia

Gambia

Lesotho

Namibia

Nigeria

RDC - Democartic Republic of Congo

RCA- Central African Republic

Uganda

Sao Tome & Principe

Togo

Zimbabwe

IP Infrastructure Modernization

Alignment with WIPO's Strategic Goal IV,
"Coordination and Development of Global IP Infrastructure"

WIPO automation program *provides tools and services that enable IP Offices around the world to participate in the global IP system effectively and efficiently, and to address the needs of offices to collaborate in an increasingly global environment.*

Industrial Property Automation System (IPAS)

Objectives

To enable IP Offices:

- to **improve efficiency** in their processing and management of IP rights
- to improve their provision of **online business services** to their stakeholders
- to participate effectively in **international and regional networks** of IP Offices

WIPO Academy

~ strengthening IP skills ~

- Provides training to promote use of IP for development in line with evolving IP landscape
- Int'l, interdisciplinary approach to IP education
- Face-to-face training/distance learning
- Aims to promote international cooperation to enhance human IP capital through global networking with stakeholders and partners
- **PROGRAMS:**
 - Professional Development (IPOs)
 - Partnership Program (Universities, etc.)
 - Distance Learning Program (expanding portfolio of courses)
 - Executive Program
 - Summer Schools Program
 - Internships at WIPO

<http://www.wipo.int/academy/en/>

WIPO development work in action...

IP and Branding for Development

Appropriate Technology

Some project experiences

The Goals

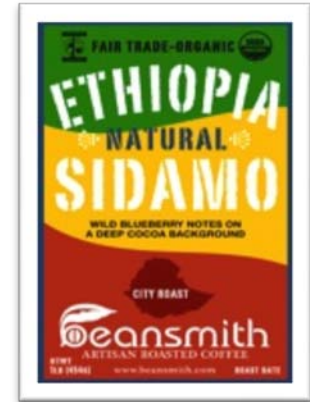


The Untold Stories

The untold stories...

■ Ethiopian coffee

■ Context prior to IP strategy



- 2004 - 1 pound Arabica HARAR sold in USA for \$ 24

- 2006 - 1 pound SIDAMO coffee sold in USA for \$ 26

- Farmers sold at ~ \$ 0.50/pound

- *Substitute crops –*
Adverse effects

- HARAR owned by Japanese company

- Sun-dried Shirikina SIDAMO registered by Starbucks

The untold stories...

■ Ethiopian coffee (cont.)

■ Ethiopian IP Office strategy:



- Stop misappropriation of trademarks
- Business strategy:
Trademark licenses with 115 companies

- TM use in exchange of
consumers' education

- De-link price of Ethiopian coffee from commodity price (sold as Specialty Coffee)
- Increase bargaining power of producers - **now sell at \$1.40/pound**

- Additional income of \$100 Mil for Ethiopia in 2007/8

The untold stories...

■ Uganda cotton



- Premium quality - Finest cotton fiber in the world

BUT

- Farmers get commodity price on the international market **due to the absence of a branding mechanism**

- Reaching out to poor communities with small modern farming and commercial production methods
- WIPO advise on *IP and branding and strategies* aimed at distinguishing the product to capture its value

The untold stories...

■ Mukono vanilla (Uganda)



Distinctive features:

- Highest vanillin content in world
- Organic, no artificial fertilizer/chemical, gluten free
- Traditional processing method, moisture content 22 to 28%

but...

The untold stories...

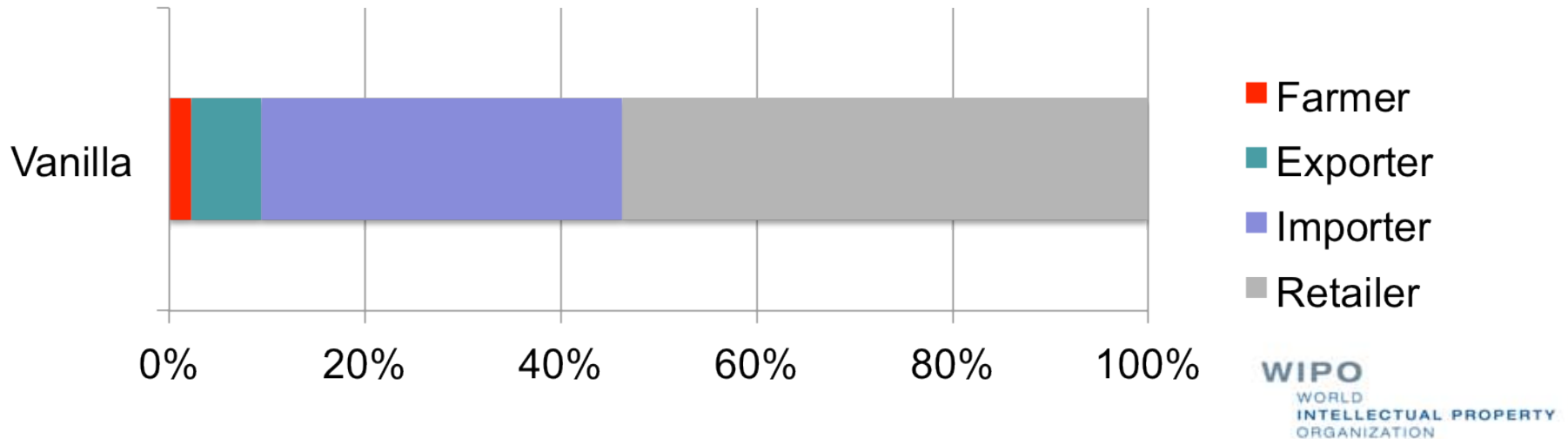
■ Mukono vanilla (cont.)

■ Price distribution



■ Sold by retailers at ~ **\$352/kg**

■ Sold by farmers at ~ **8\$/kg**



Appropriate technology

**Building LDCs' knowledge base on how to
Make use of the IP system to facilitate transfer ,
adaptation and use of appropriate technology.**

In 2014 WIPO successfully completed the Transfer of Technology in three pilot LDCs namely:

- Bangladesh,
- Nepal, and
- Zambia.

Future: Ethiopia, Uganda, Tanzania, Rwanda

Conclusion

WIPO shall continue and strengthen its cooperation programs in Africa – A partnership undertaking:

- Developed Countries FIT arrangements (Australia, Brazil, France, Japan etc.)
- UN Agencies
- Inter Governmental Organizations
- IP Regional Organizations (ARIPO, OAPI)

Thank You for Your Attention!!!

