

# INNORPI

## A Strategic Overview



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# OUTLINE

- Tunisia Priorities
- INNORPI's Mission and Vision
- INNORPI's Goals
- Strategic initiatives
- Automation and other challenges



## THE TUNISAN GOVERNMENT PRIORITIES

Tunisia is  
committed to :



- becoming an economic hub, through achieving diversification of the economy with great export potential and job creation
- Promote innovation and creativity by
- increasing the contribution of scientific research and technology innovation to social and economic development and
- enhancing capacities and resources allocated to the national research and innovation system
- Achieving the digital transformation



***Our leadership and expertise in intellectual property support creativity, enhance innovation and contribute to economic success***

## **INNORPI's Mission**

To contribute to Tunisia's innovation and economic success by:

- Maintaining and encouraging high quality intellectual property (IP) services and timely IP rights
- Raising awareness to encourage innovators to better exploit IP
- Fostering and supporting invention and creativity through knowledge sharing.



## INNORPI's Vision

Transform INNORPI into an organization that continues to meet the needs of its clients, support economic growth, and is relevant to a modern knowledge-based economy.



## The goals



# INNORPI GOALS

- Administration system improvement to enhance IP services quality and reduce time spent for administration procedures
- Adoption of international standards in the areas of patents, trademarks and industrial designs
- Public information disclosure system enhancement
- Public campaign engagement to raise awareness on IP
- INNORPI employee capacity building program development
- Building a fully automated paperless work process
- Proper revision of the IP laws and related laws
- Strengthen the IP system through international collaboration
- Modernize Tunisia's IP framework to support innovation

# OUR STRATEGIC INITIATIVES



I - Advance innovation



II - Deliver quality and timely IP rights



III - Build IP Awareness and Education

# I - ADVANCE INNOVATION

- Harmonize Tunisia's IP system with international standards to support businesses operating globally by completing work to join new **international IP treaties**
- Strengthen the IP system through **international collaboration**
- **Modernize TISCs** to support innovation





## II -DELIVER QUALITY AND TIMELY IP RIGHTS

- Provide IP rights and services that reflect **client expectations**, market needs and respect the public interest
- Being recognized as a **client-oriented** organization
- Modernizing our **practices, processes** and **tools**



# III - BUILD IP AWARENESS AND EDUCATION

INNORPI aims to ensure that IP is better understood by Tunisians and is more strategically used as an integral part of innovation and business success

Focus on cooperation with the Ministry of Higher Education and Scientific Research in Tunisia and the Academy of the World Intellectual Property Organization.

## IP Academy

- Learning events and training services
- IP Master
- E-learning platform

## WIPO Project:

### Collective marks

- Identifying of entrepreneurs and other stakeholders
- Technical assistance t
- Awareness raising

## International IP Olympiad

- First edition 2019 (to create the logo)
- Second Edition 2020 (IP and entrepreneurship)





**Launching of a new master program in innovation management and IP in collaboration with IPOS Singapore, and Higher Institute of Technological Studies Tunisia**

# WIPO CDIP Project: the Registration of the Collective Marks of Local Enterprises as a Cross-Cutting Economic Development Issue

The WIPO has chosen Tunisia from the Arab and African region, along with 3 other countries Brasil, Philippines and Bolivia to implement a pilot collective trademark project



# IP Olympiad



- A first initiative on a global scale.
- Annual national competition around all aspects of intellectual property.
- In 2019: A first edition for the creation of the official Logo of this competition.
- Second and third edition 2020 and 2021



## The challenges



# AUTOMATION AS A FRONTIER TECHNOLOGY CHALLENGE

## Project Title

# Improvement on Industrial Property Public Administration System in Tunisia

BASIC INFORMATION		
PROJECT OVERALL OBJECTIVE	(1) To improve <b>the efficiency of Tunisian IP administration</b> and <b>the utilization of IP administration system</b> , and (2) To increase in <b>capabilities of IP officials</b> and <b>awareness for the public</b> by providing improved public service	
PARTNER COUNTRY	Country	Tunisia
	Implementation Agency	INNORPI
BENEFICIARIES	Direct: INNORPI Indirect: IP agents, University, Research Institution, and SMEs	
PROJECT DURATION	2022-2025	
TOTAL PROJECT COST (PARTNER FUNDING INCL.)	KOICA	USD 3,700,000 (To be updated)
	Partner	-

## Cooperation Initiation

**Demand Survey and KOICA Project Formulation**  
between KIPI and INNORPI of Tunisia

[INNORPI's Demand]



July 2020, INNORPI

[Remote Discussions]



August 2020 (2 times)

## KOICA Preliminary Project

**Preliminary Research Program**  
to elaborate Project concept and INNORPI's requirement

[1<sup>st</sup> Remote Field Study] [2<sup>nd</sup> Remote Field Study]



October 2020



November 2020





## OTHER CHALLENGES

### The challenges



- Lack of National IP Strategies; Lack of IP Strategies and IP policies
- Limited knowledge and Information relating to IP among women
- Strengthen the Innovation Ecosystem : IP and Innovation Value Chain approach



## Tunisian-Swiss Intellectual Property Project (TUSIPP)

<b>Project title:</b>	<b>Tunisian-Swiss Intellectual Property Project - TUSIPP</b>		
<b>Reference:</b>	Global Programme of Intellectual Property Rights – GPIPR (Contract SECO-IPI) <b><i>GPIPR Category 1a</i></b>		
<b>Country:</b>	Tunisia	<b>Project duration:</b>	4 years
<b>Implement. partner:</b>	Swiss Federal Institute of Intellectual Property – IPI		
<b>Total budget:</b>	CHF 1'500'000		
<b>SECO priority theme:</b>	Sustainable trade		
<b>Document version</b>	29.01.2021		



The IP needs women will work mainly on the three main axes:

- To federate the national actors of the intellectual property and innovation towards a common goal of reinforcement of the capacities of women to use the intellectual property
- To mobilize women, raise their awareness and interest in the importance of IP
- To network women (from rural women with traditional knowledge to innovative and entrepreneurial women) and help them integrate IP into their daily and professional lives.

**“When women succeed, everyone succeeds”**

# Project submitted to WIPO entiteled The Development of Innovation and Intellectual Property Value Chain "DIIP Value Chain"

## Objectives

01

The identification of the areas in IP and Innovation aspects with potential for economic growth,

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02

The training of practitioners on *DiIP Value Chain* methodology, the identification of local partners, a rapid value chain appraisal and the facilitation of its success.

**Thank you**