

CURRENT STATUS AND FUTURE PERSPECTIVES ON NATIONAL IP EDUCATION AND TRAINING PROGRAMS : BRUNEI DARUSSALAM



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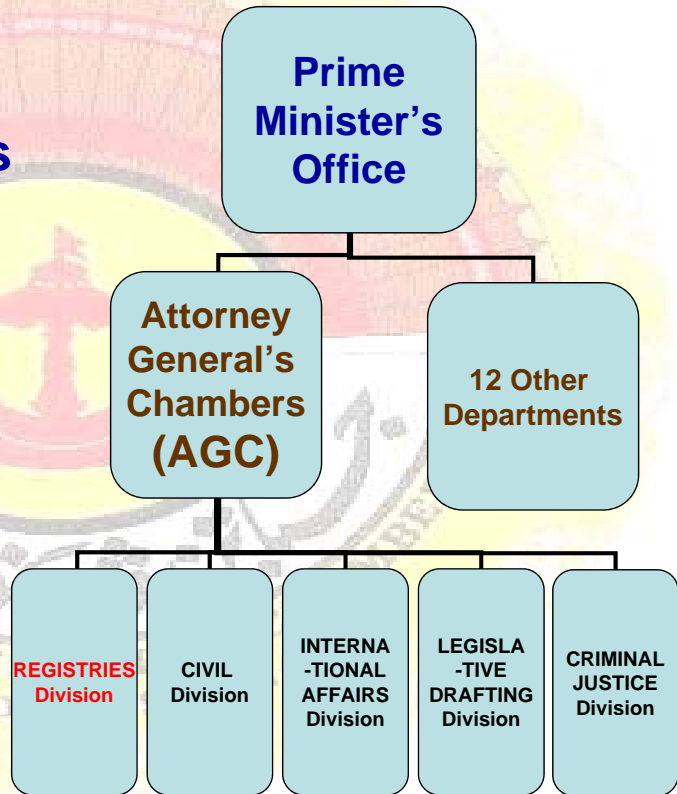
INTRODUCTION

Organization

- **AGC**: A Department under **Prime Minister's Office**

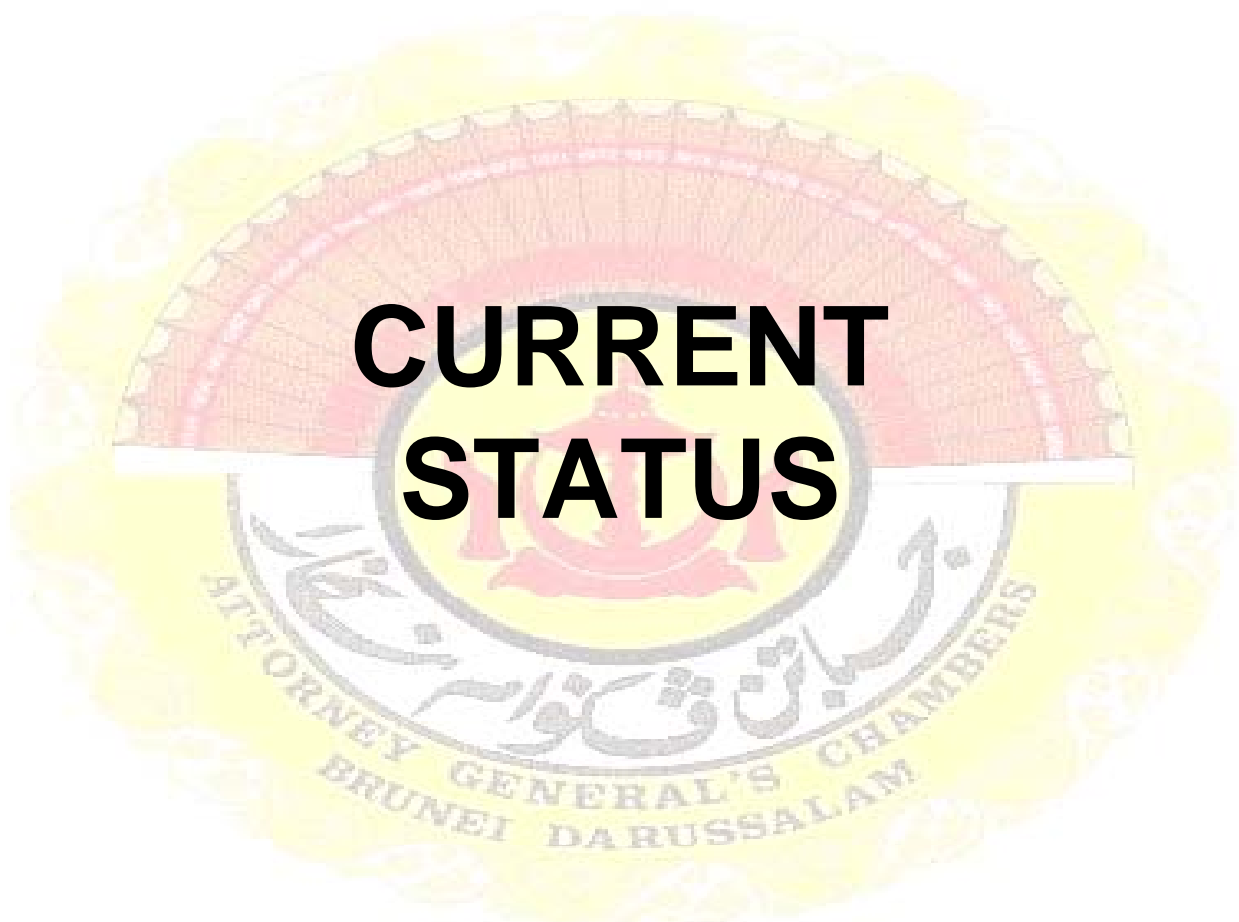
- **REGISTRIES Division**:

- 1 of 5 divisions in **AGC**
- Established in **1996**
- Comprised of **5** officers and **20** support staff



Core Functions

- Responsible for all matters pertaining to registration and administration of IP
- Promote IP awareness
- Accepts and process registrations for –
 - Trademarks
 - Industrial Designs
 - Patents
- Advisory – Copyright and Layout Designs (non-registration)



CURRENT STATUS

Current Initiatives

ACTIVITIES :

- IP Talks/ Presentations
- Seminars/ Workshop
- Exhibitions
- Road shows
- Publish information leaflets on IP
- TV appearance on Info/Talk show or for interview
- Publish articles on IP in local newspapers

Current Initiatives

TARGET GROUPS :

- Businesses, SMEs & other Associations e.g. Chambers of Commerce
- Teachers and Students from Higher Learning Institutes particularly those in Business and Technical Courses
- Government Ministries & Departments including Enforcement Agencies
- Librarians

Current Initiatives

KEY MESSAGES :

- To General Public : ***“WHAT IS IP RIGHT & WHY SHOULD WE KNOW IT?”***
- To Stakeholders : ***“HOW YOU CAN BENEFIT FROM IP PROTECTION BOTH AT NATIONAL AS WELL AS INTERNATIONAL LEVEL? ”***

Challenges

- Shortage of Manpower
- Budget Constraint
- Lack of Expertise

**FUTURE
PERSPECTIVES**

Future Plans

- Set up dedicated IP Promotion & Education Unit : whose roles include developing realistic strategies and implementing more systematic Program on IP Promotion and Education for different target groups.
- Set up our own IP website for the Registries Division: providing information and links relating to IP matters

Future Plans

- Enhance Cooperation with relevant Agencies and Departments from government as well as private sectors particularly the industries towards developing our National IP Awareness Programs
- Introduce IP topics into school syllabus
- Introduce IP courses at Universities or other Higher Learning Institutes



Thank you for your attention!

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