

Strategic Goals	Comments
I. Balanced Evolution of the International Normative Framework for IP	A particular Interest is given to programs 1 (Patents),2 (Trademarks, Industrial Designs and Geographical Indications), 4 (Traditional knowledge and Genetic Resources) regarding the consolidation of international regulations framework.
II. Provision of Premier Global IP Services	<ul style="list-style-type: none"> • SMEs need to be made aware of the services provided by WIPO particularly to obtain rights in multiple countries. There is significant under use of the services provided by WIPO by SMES around the world. • A interest that WIPO develop services for PCT, Madrid, Hague and Lisbon systems Program 5
III. Facilitating the Use of IP for Development	The enterprise sector, especially the SMEs, constitute over 95% of all enterprises in Italy. In a knowledge driven economy, particularly in the context of the current economic crisis, SMEs need to be made aware and assisted in using the IP system for greater competitiveness and overall economic development.
IV. Coordination and Development of Global IP Infrastructure	We would highly appreciate WIPO coordination and development of program 12 (International Classification of Trademark and Industrial Design) and 13 (Patent Classification)
V. World Reference Source for IP Information and Analysis	Governments need to be given the necessary tools for integrating IP into their development policies as well as enterprise support initiatives. A database of studies undertaken in various countries could assist governments in making informed decisions on such policies
VI. International Cooperation on Building Respect for IP	

Strategic Goals	Comments
VII. Addressing IP in Relation to Global Policy Issues	SMEs will be the engine that can move economies out of the current economic downturn and as such supporting them in all economies should be a global policy issue.
VIII. A Responsive Communications Interface Between WIPO, its Member States and all Stakeholders	Providing enterprises with useful information via Different tools is a necessary component of support for their development.
IX. An Efficient Administrative and Financial Support Structure to Enable WIPO to Deliver its Programs	