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## **Committee on Development and Intellectual Property (CDIP)**

**Twenty-Fifth Session**  
**Geneva, May 18 to 22, 2020**

### **REPORT ON THE WEBINARS ON TECHNICAL ASSISTANCE**

*Prepared by the Secretariat*

1. The Committee on Development and Intellectual Property (CDIP) at its twenty-third session, held from May 20 to 24, 2019, while discussing the Prototype of a Web-Forum on Technical Assistance (document [CDIP/23/9](#)), took the following decision contained in paragraph 8.1 of the [Summary by the Chair](#):

*“(...) requested the Secretariat to implement the webinar platform, as contained in option B, for an initial period of six months and provide an evaluation report on the webinar at the 25<sup>th</sup> session of the Committee, for further consideration”.*

2. Following that request, the WIPO Secretariat launched a series of webinars on topics related to technical assistance. In accordance with option B of document [CDIP/23/9](#), after the

initial period, the Committee would “discuss its usefulness, with a view to assessing whether the webinar platform should be continued in its form, modified, or closed”.

3. The present document contains a report on the series of webinars which, together with the evaluation report contained in document [CDIP/25/4](#), aims at facilitating the Committee’s consideration of the issue. The completion reports of the eight webinars, prepared by the webinar presenters in collaboration with WIPO’s Development Agenda Coordination Division (DACD), are contained in the Annex to this document.

## I. WEBINAR PLATFORM ADMINISTRATION

4. The webinars were administered by the DACD in close coordination with the relevant Divisions / Sectors in WIPO, namely: Regional Bureaus, the Department for Transition and Developed Countries, WIPO External Offices, the Publications Division, the Information and Communication Technology Department, and the News and Media Division.

5. In July 2019, the Secretariat created a [web page dedicated to the webinars](#), linked to the main [Development Agenda \(DA\) web page](#). Information about upcoming webinars, on how to register and participate, and the system requirements to join (online or via phone call) was posted.

6. The webinars were held live, using the software *gotowebinar*. The video recordings and *power point* presentations of all webinars are available on the [webinars’ web page](#).

## II. SELECTION OF TOPICS AND EXPERTS

7. In order to meet Member States’ interest to cover all languages and geographical regions, the Secretariat held eight webinars as listed below: one in each of the six official UN languages, plus two additional ones in English to also cover Anglophone African and the Caribbean countries.

No.	Title	Date	Language
I	How to benefit from new tools and methodologies for effective technical assistance in the Arab Region	September 18, 2019	Arabic
II	Technical assistance: opportunities for professional development	October 25, 2019	Russian
III	Intellectual property, exports and foreign investment: how can WIPO technical assistance facilitate synergies?	November 14, 2019	Spanish
IV	Intellectual property, exports and foreign investment: how can WIPO technical assistance facilitate synergies?	November 28, 2019	English
V	The role of technical assistance in IP and innovation for business competitiveness in Africa	December 10, 2019	English
VI	Strategic application of WIPO’s technical assistance to accelerate innovation-driven development	December 11, 2019	English
VII	The role of technical assistance in IP and innovation for business competitiveness in Africa	December 16, 2019	French
VIII	What is the role that technical assistance plays in formulating and implementing an effective IP strategy?	December 17, 2019	Chinese

8. The selection of topics and presenters was made in consultation with Member States, as well as the relevant WIPO Regional Bureaus, the Department for Transition and Developed Countries, and/or WIPO External Offices. In the selection of topics, particular attention was paid to the specific needs and interests of the different regions, while taking into consideration that the aim of the webinars in their pilot phase, as decided by the Committee, was to address topics related to technical assistance.

9. In accordance with document [CDIP/23/9](#), the Secretariat invited Member States to propose experts and topics for the webinars. Most of the proposals initially received by the Secretariat, however, fell outside the scope of topics related to technical assistance. After discussing with the relevant Member States, it was agreed to find alternative topics for the pilot phase.

10. The selection and hiring of presenters was made on the basis of experience in the field, as well as knowledge of the topic to be addressed, the language and the region.

### III. STRUCTURE AND MAIN FEATURES OF THE WEBINARS

11. The eight webinars followed the same basic structure, with slight variations:

- a) The opening was done by a representative of the DACD.
- b) Introductory remarks were shared by a representative of the relevant Regional Bureau, the Department for Transition and Developed Countries, or the relevant WIPO External Office.
- c) The presentation was delivered by the expert hired to conduct the webinar. Participants were able to see both the web camera of the presenter and the *power point* presentation on their screens.
- d) The question and answer (Q&A) session was moderated by the WIPO representatives. Participants put questions in writing, through a chat room. They were answered orally.

12. Given that the webinars were held live, technical tests and rehearsal sessions were organized by the DACD with the presenters and all the relevant actors prior to the actual conducting of the webinars. This sought to reduce the impact of technical problems at the live session and to ensure that the presentation was delivered in a well-organized manner.

13. The webinars were interactive, particularly during the Q&A session. Participants asked a significant number of questions pertaining to various aspects of the topic, which reflected the diverse nature of the audience. Some of them were addressed to the webinar presenters, others to the WIPO representatives. Those questions that could not be answered during the webinars due to time constraints were answered via email at a later stage.

14. The registration, attendance, and response rate to the satisfaction surveys distributed after the webinars varied from one to the other, as follows:

No.	Language	Registrations	Attendance	Response rate to survey
I	Arabic	161	77	56%
II	Russian	159	56	30%
III	Spanish	273	92	52%
IV	English (Caribbean)	209	58	43%
V	English (Africa)	98	32	50%

No.	Language	Registrations	Attendance	Response rate to survey
VI	English (Asia and the Pacific)	155	67	61%
VII	French	91	26	65%
VIII	Chinese	535	62	3%

15. The feedback received from participants through the satisfaction surveys was, overall, positive. As detailed in the completion reports contained in the Annex, the majority of participants who answered the surveys (the response rate varied across webinars) expressed satisfaction with the webinars and would attend and recommend similar events in the future. The feedback received from the presenters, both informally and through their completion reports, was also positive.

#### IV. PROMOTION OF THE WEBINARS

16. The promotion of the webinars was carried out by the Secretariat, with the assistance of the presenters.

17. First, the target audience of each webinar was identified, in accordance with the region and language. In most cases, it included, *inter alia*,: IP Offices and other recipients of technical assistance, consultants employed by WIPO for the delivery of technical assistance, WIPO staff in charge of the delivery of technical assistance, Permanent Missions and other government officials, and other actors of different backgrounds interested in WIPO activities.

18. Second, the event was promoted among the identified target audience, with a view to increasing visibility and maximizing participation. The promotion of the webinars was done through communications via email, WIPO's web site and, in some cases, social media (*twitter*).

#### V. BUDGET UTILIZATION RATE

19. The budget initially foreseen for the pilot phase of the webinars was CHF 75,745. The amount actually spent was CHF 56,847. The utilization rate was thus 75 %.

20. *The CDIP is invited to:*

- (i) *take note of the information contained in the present document; and*
- (ii) *consider the way forward.*

[Annex follows]

<b>COMPLETION REPORT OF WEBINAR I</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>How to benefit from new tools and methodologies for effective technical assistance in the Arab Region</i>
2. Date	September 18, 2019
3. Language	Arabic
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour, 15 minutes
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=53666">https://www.wipo.int/meetings/en/details.jsp?meeting_id=53666</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Arab Countries Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Mr. George Ghandour, Senior Counsellor, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Walid Abdelnasser, Director, Regional Bureau for Arab Countries, WIPO  Presentation by Professor Pierre El Khoury  Comments by Dr. Maha Bakhiet Zaki, Director, Intellectual Property and Competitiveness Department, League of Arab States  Question & Answer (Q&A) session, moderated by Mr. George Ghandour
8. Summary of the content of the presentation	<p>The presentation focused on the importance of technical assistance to enhance Intellectual Property (IP) awareness in the Arab region. It discussed the means in which a party seeking technical assistance may benefit from it effectively and efficiently. The presentation highlighted that, to that end, some steps need to be taken before, during and after the undertaking of technical assistance activities.</p> <p>The priorities of a requesting party should be set in accordance with their degree of importance for the economy, which could be shown with a background paper and/or statistics. There should also be an invitation of relevant stakeholders, with whom the necessary information should be</p>

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shared (references, background papers, studies, statistics, etc). Participants should prepare questions and inquiries, and participate actively in the activity (a seminar, a training of trainers, capacity building, or other).

The presentation also detailed the available tools offered by WIPO. Tools offered remotely are the distance learning (DL) general and advanced programs; the IP Panorama; the training for the judiciary; IP Youth & Teachers; the different databases; the WIPO Arbitration and Mediation Center; the technical (digital) solutions for IP offices (IPAS, AIPMS, EDMS, WIPO Publish, WIPO Scan). Tools offered on site are the following, e.g.: workshops; national meetings; regional and sub-regional events; training of trainers; capacity building; the LL.M specialization in IP in seven joint programs; the training courses and summer schools; the professional training for government officials (the Professional Development Program); the access to specialized databases (750 centers for technology innovation around the world).

The presentation also discussed how WIPO can help through its technical assistance activities in South-South Cooperation and triangular cooperation; through the IP Technical Assistance Database (IP-TAD) for the collection and sharing of data from various programs; and through WIPO Match, enabling the parties with IP-related development needs to find solutions to those needs by matching them with potential providers offering resources.

The last part of the presentation focused on the role of the technical assistance offered by WIPO in contributing to the achievement of the UN 2030 Agenda. Development goals are met through Science and Innovation Technology (STI), mainly intangible knowledge assets which are effectively protected and managed by the IP system. IP is the driver of innovation, competitiveness and creativity, all of which are necessary to achieve the SDGs.

### 9. Number and quality of questions from the audience

During the webinar, 27 questions or comments were raised by the audience.

Participants asked questions on the following topics, among others: the role of universities in enhancing the competitiveness of a country; the use of intangible assets and technology and their commercialization in the Arab region; how to benefit from the open innovation in the Arab region; and artificial intelligence tools that WIPO or national governments may offer in the field of technical assistance.

The quality and quantity of the questions raised show that the participants of the webinar were aware about the main issues encountered in their respective countries in order to benefit from an effective IP system as well as the potential benefits of technical assistance. Several questions, however, referred to local problems faced by IP officers and administrations to foster innovation and enhance it, rather than technical assistance itself.

Some of the questions raised could not be answered during the webinar due to time constraints. Those questions, however, were answered individually to the relevant participants by email at a later stage.

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### 10. Level of participation in the webinar

A total of 161 persons registered for the webinar. A total of 77 persons (approximately 48% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 56 %.

The vast majority (93%) of participants who answered the survey were “extremely satisfied” or “satisfied” with the webinar overall and reported that the content of the webinar was “excellent” or “good”.

90% of them considered that the duration of the event was “correct” and that the webinar was an “appropriate” or “extremely appropriate” means for discussing tools and methodologies for technical assistance.

93% of them would recommend future webinars on this topic and 78% would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

The webinar format is a cost-effective means to reach a wide audience that is geographically disperse. It facilitates the simultaneous communication between the organizers and different stakeholders within each country and from different countries in the Arab Region. It has the potential to create synergies and is very helpful in sharing information and best practices/examples among those countries.

The discussion of tools and methodologies for effective technical assistance can potentially enhance the results and impact of activities undertaken by WIPO and the ability of the recipient countries to benefit from them. Participants in the webinar had the opportunity to share their experiences and to ask questions during the Q&A session. This does not only provide a space for discussion during the webinar but also allows participants to engage with WIPO officials and experts in the field, which may lead to future further cooperation.

Additionally, the content of the presentation targeted the needs and specificities of the region and the whole webinar was held in Arabic. This spurred the interest of the audience and prompted a more active participation and engagement.

The topic of the webinar, however, was too large for a one-hour webinar. A discussion on a more specific topic such as “the technical assistance offered online” or “the technical assistance offered on site” might bring more benefits for participants.

### 13. Shortcomings encountered

During the preparations and rehearsals of the webinar, technical issues were encountered in relation to the online connection of the speaker joining from Egypt. The IT team assisting the

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organizers of the webinar found a solution to the sound problem by disconnecting one of the web cameras. This allowed for the smooth running of the webinar.

The technical tests and dry-runs held prior to the webinar were essential to minimize the impact of technical shortcomings.

During the first minutes of the webinar, some participants expressed that they were experiencing some technical issues regarding the sound or video. Some of these issues might have been due to the internet connection or compatibility of participants devices.

Ensuring that participants follow the instructions and tips to join the webinar, available on WIPO's web site (<https://www.wipo.int/ip-development/en/agenda/webinar.html>), could contribute to avoiding those issues. Nevertheless, the technical problems of those participants were seemingly solved during the session.

### 14. Areas of improvement and lessons learnt

As stated above, some of the questions and comments raised by participants were not addressed during the webinar due to time constraints. Similarly, the explanations provided during the presentation were not very detailed. A lengthier webinar could address those issues.

The satisfaction survey shared with participants will contribute to learn from the experience and improve the convening of future webinars.

Active promotional efforts to encourage the participation of stakeholders of governmental bodies, mainly the representatives of IP offices, are essential in contributing to the success of the webinar.

### 15. Follow-up

Future webinars could focus on specific topics in the field of technical assistance that may be of interest for stakeholders in the Arab Region.



<b>COMPLETION REPORT OF WEBINAR II</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>Technical assistance: opportunities for professional development</i>
2. Date	October 25, 2019
3. Language	Russian
4. Duration	Scheduled duration: up to 2 hours Actual duration: 1 hour, 45 minutes
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54410">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54410</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Department for Transition and Developed Countries (TDC), Section for Caucasian, Central Asian and Eastern European Countries Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Mihaela Cerbari, Associate Program Officer, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Ilya Gribkov, Head, Section for Caucasian, Central Asian and Eastern European Countries, WIPO  Presentation by Ms. Maya Evdokimova, PhD, Consultant, Educational program coordinator, Rospatent  Comments by Ms. Galina Miheeva, Head of International Department, Rospatent  Ms. Aurelia Cheban, Eurasian Patent Office (EAPO) Ms. Irina Pavlova, EAPO  Question & Answer (Q&A) session, moderated by Ms. Mihaela Cerbari and Mr. Ilya Gribkov
8. Summary of the content of the presentation	The presentation delivered during the webinar session considered current trends in the Caucasian, Central Asian and Eastern European region concerning professional development. The important role of technical assistance was also highlighted throughout the presentation process. The presentation consisted of five parts/sections.

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During the first section, the focus of the presentation was pointed on the interconnections of intellectual property and modern technologies, advantages and disadvantages of this phenomenon. The presentation highlighted the important role of IP and its impact on business success. Specific attention was paid to specifying the possible kinds of IP rights that may be considered for modern high-tech products.

The second part of the presentation described different challenges and assessment of the prospects of ideas and business projects. Special attention was paid to highlighting the complexity of the modern business projects, and the “mix” of different IP rights and objects that is currently considered as a vital minimum for every business project that wants to succeed. The participants of the webinar learnt about ways to address and distinguish owners of different IP objects, as well as the importance of acquiring their IP rights early and valuing their IP rights properly.

The third part of the presentation highlighted the possible impact of the presence/absence of IP "assets" on the sustainability of business or any other project concerning IP rights. It was noted that the possible lack of the necessary “human resources” may be well compensated by IP rights of a proper quality, so the total long-term benefits and profits from investing in IP may be higher than the HR investments. Moreover, the risks in this scenario may be even lower than in a conservative (total self-made) one.

Case studies reflecting the benefits that can be achieved through IP were described during the fourth part of the presentation. Among others, the following cases were highlighted:

- “Dependency” case: The total term of the project will not decrease by half if you will double the team, but you may reduce it by using IP assets.
- Access policy important case.
- Practice experience and IP use cases.

Finally, the fifth section of the presentation covered modern professional development programs (including benefits achieved through technical assistance events and features). Webinar participants were informed about professional development programs, including various remote learning programs offered by RGAIS, FIPS, WIPO, ITMO and other educational institutions. While describing the details of the programs, importance of the professional development strategy was highlighted, both from the employees and employers perspectives.

The presentation also described the positive and fruitful experience of international cooperation and learning partnership programs in the discussed region, including joint projects and short-term internships with WIPO.

During the discussion of such joint projects, the international Olympiad on intellectual property was also mentioned. This project was presented as a successful example of joint interaction of WIPO, EAPO, ROSPATENT and other stakeholders, which helped hundreds of pupils to succeed in IP education (including sponsored scholarship and WIPO visits) and promote themselves as a future IP professionals among the classmates.

### 9. Number and quality of questions from the audience

During the webinar, 18 questions or comments were raised by the audience.

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Participants asked questions on the following topics, among others: new technologies and their effect on the skills required by employees in the field of IP; how to enrich your business projects with IP objects and commercialize them; details of professional development programs, offered by WIPO; tools, best practices and methodologies, that ROSPATENT uses to improve the skills of its employees; online courses regarding prior search and FTO search in patent field.

There were also several questions and discussion elements regarding the student visit from the region's countries to WIPO headquarters in 2017. Experience exchange, opportunities and networks established during that visit, as well as high-grade master-classes and lectures delivered by the WIPO specialists were valuable in raising IP awareness in the CACEEC region among the youth.

The questions asked significantly reflect the importance of the webinar theme, IP education and professional development in general. The raised discussion also showed the importance of joint educational projects and international cooperation.

Some of the questions raised could not be answered during the webinar due to time constraints. Those questions, however, were answered individually to the relevant participants by email at a later stage.

### 10. Level of participation in the webinar

A total of 159 persons registered for the webinar. A total of 56 persons (approximately 66% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 30%.

The vast majority of participants who answered the survey were "satisfied" (98%) or "extremely satisfied" (2%) with the webinar overall and reported that the content of the webinar was "excellent" or "good".

100% of them considered that the duration of the event was "correct" and that the webinar was an "appropriate" means for discussing tools and methodologies for technical assistance.

88% of them would recommend future webinars on this topic and would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

The webinar was a great means to cover this subject and to provide an opportunity for exchange of experience to, and for, stakeholders from different countries. Participants in the webinar had the opportunity to also share their own experiences and to ask questions during the Q&A session. This allowed them to communicate among themselves and find common areas for further cooperation.

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Participation of EAPO and ROSPATENT colleagues during the discussion and the highlights and comments provided by them in the webinar, was a great addition to the webinar for the majority of participants, as it enabled participants to gain more information and find out the experiences of multiple different organizations / institutions simultaneously.

### 13. Shortcomings encountered

There were no shortcomings encountered in the preparation and delivery of the webinar. That was due to the support provided by the WIPO IT team which helped to organize the webinar in a successful manner. Having test webinar sessions prior to the live webinar was a helpful method to avoid possible shortcomings. Overall, the webinar was run perfectly.

### 14. Areas of improvement and lessons learnt

It would be helpful if the software would allow a font adjustment option as it was difficult at times to read out the questions addressed by the audience.

It was very convenient to have the moderators and presenter split the questions by marking them with a different flag. That really helped during the Q&A session, particularly in understanding to whom those questions were addressed (the presenter, WIPO Secretariat or guest speakers) and which of those were already answered.

### 15. Follow-up

Future webinars could focus on specific topics in the field of technical assistance that may be of interest for stakeholders in the CACEEC Region. A wider reach out to stakeholders could be made, when choosing the topic of the webinar.

<b>COMPLETION REPORT OF WEBINAR III</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>Intellectual property, exports and foreign investment: how can WIPO technical assistance facilitate synergies?</i>
2. Date	November 14, 2019
3. Language	Spanish
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour, 15 minutes
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54607">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54607</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Latin America and the Caribbean Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Cristina Martínez Limón, Associate Program Officer, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Francisco Lima Mena, Senior Counsellor, Regional Bureau for Latin America and the Caribbean, WIPO  Presentation by Ms. Catalina Atehortúa García, Lawyer and IP Expert  Question & Answer (Q&A) session, moderated by Ms. Cristina Martínez Limón  Closing Remarks by Mr. Francisco Lima Mena, Senior Counsellor, Regional Bureau for Latin America and the Caribbean, WIPO
8. Summary of the content of the presentation	<p>Prior to the presentation, a video was played in which the Director General of WIPO, Mr. Francis Gurry, had launched a message to IP Offices and Export Agencies of the Latin American Region in the context of a meeting that had taken place in 2018.</p> <p><u>Introduction</u> The introduction recapped the three main messages of the Director General, Francis Gurry, as follows:</p> <ol style="list-style-type: none"> <li>1. Exporting is based on competitive advantage and IP allows to protect this advantage.</li> <li>2. IP offers simple mechanisms for protection in export markets.</li> </ol>

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3. IP provides business and economic information about the export markets.

### Context

A contextualization was made on the situation of Latin America in international trade, based on the UNCTAD (2019) World Trade Organization 2019 report to present the panorama of the market behavior of products and services and the challenges that this brings to the region.

The Global Innovation Index 2019 data was also used to show the share of innovation in Latin America, which countries in the region are responding to innovation challenges to gain competitive advantage and explained how innovation can help increase the export of products and services with high value added.

The World Intellectual Property Indicators 2019 was used to answer the question of how IP as a tool for the protection of innovation contributes to the positioning of companies in foreign markets.

Lastly, the relationship between foreign trade, innovation and IP was discussed, highlighting the following ideas:

The “liberalization” of international trade and “deregulation” of companies.

The challenges of commercial models in the T.I.C sector, both in the product and service markets.

The use of creative and innovative strategies with high potential for differentiation and growth.

The role of IP as a tool for the protection of innovation.

### General aspects of IP

Latin American cases were used to contextualize what is IP, what are the mechanisms of IP protection, what are the main characteristics of IP protection, as well as to explain what instruments does IP have to encourage the export market.

### Case studies

Three case studies were shared to show how Latin American companies have used IP to strengthen their export strategy. The three cases were:

- ✓ *Bioestibas* and its strategy of patents and business secrets as a mechanism for attracting investment and diversifying sources of financing.
- ✓ *Agua Bendita* and how brands and industrial designs can contribute to the determination of the value of products or services in marketing.
- ✓ *Memory Software* and how the expansion strategy in digital businesses can be strengthened by using copyright tools.

For each of those three cases, the presentation highlighted the elements of innovation that gave a competitive advantage to those companies; what were the IP mechanisms used; how they had accessed International Protection Systems; and their process of insertion into international trade using IP. In the end, the positive results of each company and the lessons learnt were evidenced.

### Lessons Learnt

In light of the cases studies, the presentation further explored the following key lessons learnt:

1. Defining IP protection strategies and Include the IP strategy in Export Plans is very important to take advantage of the value of IP in the estimation of the value of products and services.
2. Considering the use of International IP Systems in the internationalization strategy, identifying and taking advantage of the opportunities offered by free trade agreements is

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essential to obtain protection in the export markets, to reduce the costs of taxes and facilitate the exchange of products or services.

3. Using IP as a source of information to evaluate the international market and identify scenarios of freedom of operation to respect the rights of third parties.
4. Including IP-related issues in the elaboration of commercial agreements. Managing confidential information and business secrets, disclosing according to strategy, contractually securing IP with partners. Considering IP in the expansion strategy: direct export, franchises, licensing, e-commerce.
5. Defending IP rights in international trade.

### How can WIPO support Member States in the task of strengthening exporting activities and attracting investment?

Lastly, the presentation delved into the following three pillars of WIPO's cooperation:

Technical Assistance

Capacity Building

Systems for International Protection

### 9. Number and quality of questions from the audience

The questions addressed to WIPO were well formulated and revolved around the tools and activities of the Organization in the area of IP and exports.

The questions addressed to the presenter were also well formulated and focused on how export agencies can support entrepreneurs to use IP mechanisms adequately and effectively and on the use of International IP Protection Systems.

Some questions were answered during the webinar. Due to time constraints, the remaining questions were answered via email from WIPO to the participants.

### 10. Level of participation in the webinar

A total of 273 persons registered for the webinar. A total of 92 persons (approximately 60% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 52 %.

The vast majority (96%) of participants who answered the survey were "extremely satisfied" or "satisfied" with the webinar overall and reported that the content of the webinar was "excellent" or "good".

73% of them considered that the duration of the event was "correct" and all answered that the webinar was an "appropriate" or "extremely appropriate" means for discussing IP, exports and foreign investment.

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98% of them would recommend future webinars on this topic and 92% would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

The webinar is a relevant resource for introducing the topic, as well as for presenting the role and work of WIPO and the activities with which WIPO can help Member States. However, the time limitations hindered the possibility to delve deeper into certain intellectual property concepts and the International Protection Systems, which are very important in relation to the webinar topic. A virtual course, reinforced, for instance, with a summer course, or implementing a training program for trainers in the area, would be an interesting alternative.

### 13. Shortcomings encountered

In general, the webinar was held without problems. The platform worked well and the participants were connected from the beginning to the end. The participants asked a high number of questions, which shows a high level of interest in the topic.

### 14. Areas of improvement and lessons learnt

The one-hour scheduled duration was insufficient for the webinar. This could be extended as to allow more time to answer the participants' questions.

The context of the webinar could be used to obtain more information on the diagnosis of IP and export in these countries, for example, who are the key actors and contact data, support platforms, success stories, lessons learned, rules of interest on export incentives, and export training courses that can be used to include elements of IP, among others.

### 15. Follow-up

WIPO announced a Distance-Learning course on the topic of IP, exports and foreign investment.

Short and intensive courses can also be designed to implement a training program for export agencies.

A tool that has proved successful in at least one country in the region (Colombia) is the establishment of "Export Support Centers or Foreign Trade Offices". A line of advice and consultancy in IP for exporting companies could be integrated into the initiative. In turn, this could contribute to generate a large network of IP support for exporting companies in Latin America.



<b>COMPLETION REPORT OF WEBINAR IV</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>Intellectual property, exports and foreign investment: how can WIPO technical assistance facilitate synergies?</i>
2. Date	November 28, 2019
3. Language	English
4. Duration	Scheduled duration: 1 hour, 30 minutes Actual duration: 1 hour, 25 minutes
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54786">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54786</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Latin America and the Caribbean Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Cristina Martínez Limón, Associate Program Officer, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Paul Regis, Counsellor, Regional Bureau for Latin America and the Caribbean, WIPO  Presentation by Mr. Ashley R. Parasram, Director, Trinidad & Tobago Fine Cocoa Company  Comments by Ms. Catalina Atehortúa, Lawyer and IP Expert  Question & Answer (Q&A) session, moderated by Ms. Cristina Martínez Limón  Closing Remarks by Mr. Paul Regis, Counsellor, Regional Bureau for Latin America and the Caribbean, WIPO
8. Summary of the content of the presentation	<p>Prior to the presentation, a video was played in which the Director General of WIPO, Mr. Francis Gurry, had launched a message to IP Offices and Export Agencies of the Latin American Region in the context of a meeting that had taken place in 2018. Throughout the webinar, the three main messages of the Director General were recapped:</p> <ol style="list-style-type: none"> <li>1. Exporting is based on competitive advantage and IP allows to protect this advantage.</li> <li>2. IP offers simple mechanisms for protection in export markets.</li> </ol>

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### 3. IP provides business and economic information about the export markets.

The webinar then delved into the idea that, in a growing world of consumer awareness and the origin of food and products, there is an opportunity to increase the trade in cocoa products if the brand, product design and quality standards can be developed to achieve a field-to-table approach.

The presentation aimed to showcase that idea on the basis of the case study of the Trinidad and Tobago Fine Cocoa Company, a public-private partnership which has achieved that through working directly with growers, retailing partners and consumers in three steps. The webinar highlighted how IP of the origin cocoa estate, brand of the product and possibly industrial designs needed to be secured to have the best marketing and sales opportunities.

As the consumer would like to gain more knowledge about the food they consume, there is an opportunity for chocolate products. Utilizing 'chain-of-custody' systems and the development of quality assurance standards, Trinidad and Tobago Fine Cocoa Company has been able to address many of the food standards, ethical sourcing and sustainable distribution challenges faced today. The protection of the marketplace is dependent on the protection of the components of the brand, especially when facing false claims on the origin and sustainability of cocoa and chocolate globally.

The Caribbean company at hand was aware that over 80% of the world's cocoa comes from West Africa, where a range of challenges arise such as low prices paid to farmers, poor working conditions, deforestation, etc. The approach of Trinidad and Tobago Fine Cocoa Company was able to use a range of tools such as quality standards and traceability to demonstrate the ethics and sustainability of the origin of its products.

Lastly, as a product from the Caribbean region where less than 1% of the world's cocoa and chocolate comes from, the company was able to unitize the regional brands of the Caribbean islands giving it a more 'distinctive' position in the marketplace as well as creating opportunities for the use of other IP tools such as geographical indications.

In the case of Trinidad and Tobago Fine Cocoa Company, as well as others in the region, IP is providing solutions to the challenges faced by the initiative. Learning how to leverage its assets by using IP tools was key. In light of the above, the presentation then discussed different ways in which WIPO's technical assistance could be useful to other stakeholders in the region: i.e., facilitating the sharing of experiences, showing a case of the value offered by protecting IP, or providing guidance on protection at a multi-national and regional level.

In this context, the webinar highlighted the three pillars of WIPO support to Member States: technical assistance, capacity building and systems of international protection.

### 9. Number and quality of questions from the audience

There were approximately 9 questions, revolving around a wide range of issues, from IP protection to stakeholder engagement and processing.

Key questions were made about how SMEs may approach brand protection. The response aimed to explain how the approach may vary depending on a number of factors. Trinidad and Tobago Fine Cocoa Company's branding and IP strategy is based on the type of market that it was aiming for and the product range it was offering. Chocolate has many different

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applications/uses and the Trinidad & Tobago Fine Cocoa Company had decided to focus on the Caribbean and the European Union markets. This evidently had an effect on the types of products, how they are marketed and the brands used. An IP strategy should be designed from the 'bottom-up' and 'top-down' approach to ensure its fit for purpose. The key point to remember is that brand is a key component for storytelling a product and therefore selecting the right IP tools contributes to that important storytelling process.

Another interesting question referred to protecting the GI of cocoa. This can be achieved through the diversity of the raw material. Similar to grapes used in wine, there are many varieties of cocoa in the world and in Trinidad and Tobago there is a variety called 'Trinitario' which means of the origin of Trinidad. The main characteristic is its flavor, which is unique to the country, region or even estate-level. By protecting the IP of the raw material and the process one can create a unique product in the marketplace.

Another question was based on how to engage all stakeholders through the same scheme. In the case of Trinidad and Tobago Fine Cocoa Company, it had developed its own quality assurance standards that would comply with national and international food quality standards. Working with any farmer from Trinidad and Tobago or the Caribbean region is possible if they can demonstrate they comply with the standards. To achieve that, working with a third-party entity was necessary to verify compliance and certify the quality of the beans.

### 10. Level of participation in the webinar

A total of 209 persons registered for the webinar. A total of 58 persons (approximately 55% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 43 %.

The vast majority (92%) of participants who answered the survey were "extremely satisfied" or "satisfied" with the webinar overall and reported that the content of the webinar was "excellent" or "good".

92% of them considered that the duration of the event was "correct" and 96% answered that the webinar was an "appropriate" or "extremely appropriate" means for discussing IP, exports and foreign investment.

96% of them would recommend future webinars on this topic and 100% would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

The webinar was a useful tool to reach the audience. It allowed the discussion to flow in a natural direction, particularly during the Q&A session through the response to questions that raised further in-depth and more structural questions about the case study presented. It also allowed the participants to reflect on the answer and confirm if the presenters had addressed

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the issue. This 'direct-feedback' approach is key for promoting shared learning and also for selecting topics for further sessions.

### 13. Shortcomings encountered

The rehearsals helped remove any shortcomings with the webinar software. The possibility of reading the questions from participants as they were sent worked well, as presenters had time to consider the reply.

The main presenter of the webinar, joining from Trinidad and Tobago, had intended to play a short video during the presentation, but a decision was made not to play it due to the limited bandwidth of the internet. His video camera was also turned off during most of his presentation to ensure that the internet connection would not fail.

### 14. Areas of improvement and lessons learnt

A recommendation would be to promote wider awareness of the webinars through the national IP bodies to create a larger, and potentially more diverse, audience. Other national and regional trade entities like InvestTT, ExporTT, Caribbean Export Development Agency as well as regional actors such as the InterAmerican Development Bank and the ACP Secretariat, could be informed and engaged for promotion in this regard. All of these agencies have been directly involved with the case study shown in the webinar and are supporters of start-up initiatives in the region.

It would also be useful to create a platform where experiences from the region can be shared so lessons of what has not worked and new opportunities can also be disseminated. This could also be done online.

### 15. Follow-up

N/A

<b>COMPLETION REPORT OF WEBINAR V</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>The role of technical assistance in IP and innovation for business competitiveness in Africa</i>
2. Date	December 10, 2019
3. Language	English
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour, 15 minutes
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54926">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54926</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Africa Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Mihaela Cerbari, Associate Program Officer, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Yves Ngoubeyou, Counsellor, Regional Bureau for Africa, WIPO  Presentation by Dr. McLean Sibanda, Managing Director, Bigen Global Limited, South Africa  Question & Answer (Q&A) session, moderated by Ms. Mihaela Cerbari and Mr. Yves Ngoubeyou
8. Summary of the content of the presentation	<p>The presenter shared some thoughts on this important topic of the interface between intellectual property, innovation and business competitiveness for Africa. The emphasis on business competitiveness is appropriate given that for sustainable economic development to occur, it is important that a country fosters the establishment of viable businesses that are not only competitive locally but can be so at a regional and global context.</p> <p>The webinar comprised 6 sections, starting with a continental perspective, a quick look at the WIPO Development Agenda and some of the key projects. Thereafter, the webinar provided a high level but succinct overview of the state of IP and innovation in Africa for participants to get a common understanding of the challenges and opportunities.</p>

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The presenter then provided his views and insights on the role of technical assistance in Africa's development, within the context of the continental perspective and the state of IP and innovation in Africa. The case of South Africa was used to illustrate the following: (i) the need for long terms focus – building a biotech industry in South Africa through R&D investments and focus on universities; (ii) investment in R&D; (iii) emphasis on IP for publicly financed institutions over a 20 year period; (iv) prioritisation and in particular selecting of resources (in case of South Africa Platinum) to build a new industry; (v) need for inclusive development to avoid the case of an unequal society as illustrated in the TIME May 2019 Magazine edition cover; and (vi) need for private sector investment and participation, a factor that is increasingly worrying in the case of South Africa.

In conclusion, the presenter highlighted that:

- ✓ Technical Assistance is to African countries what incubators are to startups / SMEs – essential. The work done by WIPO to date has gone a long way towards addressing economic development imperatives. Technical Assistance needs to go beyond just assistance with legislation and strategies. Countries need to be more involved in determining the interventions.
- ✓ It is important for interventions to be specifically tailored to country context / development priorities – Africa is made up of 55 distinct countries - whereas some interventions may be adapted to some countries, each country must be approached as a unique party.
- ✓ There is a need to shift from typical support with policies, laws and strategies to development of local businesses and value chains.
- ✓ Manufacturing and value addition offer huge prospects to achieve win-win outcomes – as illustrated this is also an area that would be able to provide more jobs and also increase industrialization and prospects of patents.
- ✓ It is important to have common understanding on “how do we measure success” in Technical Assistance and Capacity Building.
- ✓ Ultimately, with the advent of the Fourth Industrial Revolution, Technical Assistance should support growth of the industrial sector and African countries' efforts to 'compress' their development / industrialization (by focusing on fundamentals and more). Although 60% of the participants were of the view that Africa was not ready for the 4IR, there are opportunities to leapfrog as we have seen with the mobile telephone and related innovations in East Africa.

The presenter also launched four poll questions, which were embedded in his presentation. The responses illustrated that participants believed that IP was important for development. The participants were of the view that patents and designs had the biggest prospects for change in economic development. Interestingly, none were of the view that copyright could have a meaningful contribution. A discussion continued where the presenter illustrated the importance of the creative sector such as audio-visual / music / film industry and their prospects in certain countries, as demonstrated by the DA project implemented in Burkina Faso. The majority of participants were of the view that business must lead technology transfer, which must also include exchange of personnel and know-how. 60% of the participants were of the view that Africa is not ready for the fourth industrial revolution.

### 9. Number and quality of questions from the audience

Participants were quite engaged in the poll questions during the webinar as well as Q&A session. Some 10 questions were addressed by the audience on a variety of topics, covering

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general question on IP and some particularly focused on the use of IP in the African context. Most of the questions were addressed during the live webinar. More specifically, the questions comprised:

- ✓ how best to improve IP knowledge in Africa;
- ✓ which industries in Africa could benefit from the use of IP;
- ✓ options to improve technology transfer and technology adaptation;
- ✓ how to improve patent filings by private sector in South Africa based on patent filings shown in the presentation;
- ✓ collaboration between public institutions and industry to spur innovation;
- ✓ specific areas to be targeted to improve business environment;
- ✓ how one could export smart artificial intelligence factories to African government agencies;
- ✓ value and encouraging potential use of patent analytics tools from India; and
- ✓ how to harness IP in the digital age.

In general, the questions highlighted the importance of the topic of the webinar and interest from outside of Africa to deploy tools and technologies to Africa. A particular thread that was evident from the questions and responses to the poll questions was the importance of the private sector in economic development. This raises the need for closer collaboration between public and private sector, towards a common goal of economic development.

### 10. Level of participation in the webinar

A total of 98 persons registered for the webinar. A total of 32 persons (approximately 56% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was approximately 50 %.

The vast majority (69%) of participants who answered the survey were “satisfied” and 31% were “extremely satisfied” with the webinar overall, and reported that the content of the webinar was “excellent” or “good”.

87% of them considered that the duration of the event was “correct” and that the webinar was an “appropriate” or “extremely appropriate” means for discussing tools and methodologies for technical assistance.

100% of the respondents of the survey would recommend future webinars on a similar topic and 87% would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

The format was appropriate and the use of the poll questions increased the involvement of participants. This practice could be used more in the future and / or replace a number of slides.

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### 13. Shortcomings encountered

The webinar ran slightly short of time and lasted longer than initially scheduled (1 hour and 15 minutes).

### 14. Areas of improvement and lessons learnt

It would be advisable to provide more time for the poll questions during the webinar and interaction with the audience.

Based on this experience, it may be useful in the future for the presenter to prepare a few poll questions that participants can answer at the time of registration so that the answers could be incorporated in the presentation and form part of the discussion during the live webinar.

### 15. Follow-up

Future webinars could focus on specific topics in the field of technical assistance that may be of interest for stakeholders in African countries. In addition, future webinars could focus on discussion of specific Technical Assistance projects undertaken successfully in African countries.



<b>COMPLETION REPORT OF WEBINAR VI</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>Strategic application of WIPO's technical assistance to accelerate innovation-driven development</i>
2. Date	December 11, 2019
3. Language	English
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54986">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54986</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Asia and the Pacific Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Cristina Martínez Limón, Associate Program Officer, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Andrew Michael Ong, Director, Regional Bureau for Asia and the Pacific, WIPO  Presentation by Mr. Stanley Kowalski, Clinical Professor of Law and Director at the International Technology Transfer Institute (ITTI), University of New Hampshire  Question & Answer (Q&A) session, moderated by Mr. David Simmons, Counsellor, Regional Bureau for Asia and the Pacific, WIPO
8. Summary of the content of the presentation	<p>The title of the webinar: "Strategic Application of WIPO's Technical Assistance to Accelerate Innovation-Driven Development" intimated the theme of the webinar that technical assistance (TA) is about tactics. Therefore, to have sustainable impact, TA programs should be strategically delivered to, and focused in Member States.</p> <p>The webinar was organized into seven categories in order to provide concepts, context, recommendation and conclusion:</p>

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### 1. WIPO Development Agenda

The webinar explored the origin and development of the Development Agenda. It highlighted how many of the WIPO technical training and educational programs are excellent as TA for Member States to take advantage of in order to advance their development initiatives: WIPO Academy, the Technology and Innovation Support Center (TISC) program, or WIPO Green. It then emphasized that in order to achieve accelerated and sustainable impact, WIPO TA programs need to be coordinated with Member States' development initiatives. Given that development is a major undertaking, it cannot be achieved via ad-hoc, piecemeal, willy-nilly programs. It must be strategic, focused and sustained, whereby valuable, scarce and appropriate WIPO TA is coherently integrated into Member States' strategic development action plans. The presentation suggested that this appeared to be among the major challenges for effective and efficient utilization of WIPO TA.

### 2. Need for Accelerated Innovation-Driven Development

Under the second section, the presentation highlighted how in the 21<sup>st</sup> century, accelerated economic diversification and development is crucial for the developing countries and LDCs: a rapidly emerging global innovation marketplace will dominate economic activity and trade to an ever-greater extent. Several experts were cited to support this idea (Keith Maskus, Sonia Baldia, Ashley Stevens).

### 3. ASPAC Region Challenges

The presentation then turned to the specific challenges of the Asia-Pacific Region (ASPAC), such as the resource curse and the middle income trap, which could hinder and delay investment in strategic innovation development. It also explored the urgent need to move forward and diversify towards innovation, using examples of countries in the ASPAC Region with similar profiles in terms of science, technology, innovation and IP: the top patentees being foreign multinational companies, the top patent grants to non-nationals, the principal exports being manufactured goods (characteristic of multinational companies foreign direct investment). An example of a country (Korea) which has made a significant commitment to building an innovation/IP economy was also presented.

### 4. Intellectual Property Rights Paradigms

The presentation advocated that in order to accelerate innovation-driven development pursuant to the WIPO Development Agenda objectives, an IP paradigm which will optimally facilitate the application of WIPO TA needs to be prioritized. Several IP paradigms, commonly discussed and perhaps overly stressed, should be considered ancillary to any strategic initiative: IP as a barrier; IP as a weapon; and IP as a windfall. A fourth paradigm (IP as part of a system), that is, the legal mechanism that facilitates IPR transactions by lowering costs, should be stressed. This includes IPR as incentives, as the transaction mechanism for technology transfer (via a system of transferable property rights), IPR and the open innovation paradigm (technology assembly), IPR as an investment, as a means to enter global markets and patent information as driver of innovation.

### 5. Innovation Driven Development

The fifth section delved deeper into the idea that developing countries are (primarily) consumers, not generators, of innovation. Therefore, an IP-driven development approach (to find IP to protect and make money) will not work if there is no IP (nascent innovation) in the first instance. Therefore, a corollary misapplication of WIPO TA could impose opportunity

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costs on already scarce WIPO assets. In other words, delivery of TA in a piecemeal, ad-hoc manner, based on the presumption of pre-existing but untapped IP assets, without a strategic framework or platform in the Member States to systematically build capacity to accelerate innovation development, is a wasteful and futile endeavor. Accordingly, it is important to build an innovation ecosystem foundation instead of fruitless, pointless searches for valuable IP; that is, effectively integrating WIPO TA to strategic initiatives which make sense for countries in the ASPAC Region in terms of their current respective development status. IP is a tool to accelerate the efficient and equitable functioning of innovation ecosystems. Therefore, it is critical to assess, recognize and accept innovation/technology development status of country.

### 6. Strategic Capacity Building

Systematic, strategic framework for capacity building/development requires four components that simultaneously advance, and can be conceptualized as: (a) Human Capital: How to do; (b) Institutions: What to do; (c) Institutional Infrastructure: Where to do; and (d) Global networks: Who to know.

### 7. Recommendations

The last section of the presentation gave specific recommendations to developing countries:

- ✓ Establish a Center of Excellence for IP capacity building;
- ✓ Use information strategically;
- ✓ Strengthen global networks;
- ✓ Connect to global open innovation market;
- ✓ Prioritization of innovations of economic/societal appropriateness and importance.

### 9. Number and quality of questions from the audience

There were over 20 questions from the audience. The quality of the questions ranged from highly insightful and connected to the topic, e.g., specifically related to current capacity building challenges in a Member State (Sri Lanka), to those which might be described as more ancillary to the webinar presentation, e.g., seeking guidance on assistance with trademarks or soliciting collaboration on a specific initiative.

However, overall, the questions reflected a sincere and profound interest in the topic and a need to further build programs that address key development challenges in the Asia and the Pacific region.

### 10. Level of participation in the webinar

A total of 155 persons registered for the webinar. A total of 67 persons (approximately 47% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 61 %.

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The majority (85%) of participants who answered the survey were “extremely satisfied” or “satisfied” with the webinar overall and reported that the content of the webinar was “excellent” or “good”.

93% of them considered that the duration of the event was “correct” and 85% answered that the webinar was an “appropriate” or “extremely appropriate” means for discussing tools and methodologies for technical assistance.

95% of them would recommend future webinars on this topic and 95% would attend future webinars on other topics related to technical assistance.

### 12. Appropriateness of the webinar format for the discussion of this topic

Appropriateness of the webinar format was evident in the extraordinarily well organized practice session, preparation, instructions and overall team spirit. The support received from WIPO was very relevant in helping to effectively deliver the webinar in a timely and flawless manner. The topic of the webinar was also of very broad appeal, and therefore the webinar format was excellent for reaching the largest audience of participants in order to realize the most optimal outcome.

### 13. Shortcomings encountered

Shortcomings were very few, as the technical delivery was nearly perfect. One suggestion might be to extend the time to 90 minutes to facilitate more audience participation and discussion: 45 minutes for the lecture, 30 minutes for Q&A, and 15 minutes for introduction and closing remarks.

### 14. Areas of improvement and lessons learnt

Areas for improvement should include a more effective and efficient marketing by WIPO, in order to better advertise the webinar and hopefully pull in an audience which might benefit from the content, e.g., upper level personnel such as Ambassadors to WIPO. There had been discussion of a specially prepared flyer in this regard, which was not ready in time to promote the webinar. To reiterate and emphasize an all important point, for a webinar such as this to help advance the WIPO Development Agenda, the audience should be populated by those who are the drivers of the process and not only functionaries.

### 15. Follow-up

The CDIP should carefully consider avenues to promote WIPO Technical Assistance in a manner which adds value to strategic capacity building in the Member States. It would be important to reach out to the right audience, e.g., Member State Ambassadors to WIPO who have the position, voice and authority to affect real sustainable program development, i.e., invest resources to build innovation ecosystem capacity building initiatives in their respective countries.

<b>COMPLETION REPORT OF WEBINAR VII</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>The role of technical assistance in IP and innovation for business competitiveness in Africa</i>
2. Date	December 16, 2019
3. Language	French
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=54946">https://www.wipo.int/meetings/en/details.jsp?meeting_id=54946</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division Regional Bureau for Africa Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Mr. George Ghandour, Senior Counsellor, Development Agenda Coordination Division, WIPO  Introductory remarks by Mr. Yves Ngoubeyou, Counsellor, Regional Bureau for Africa, WIPO  Presentation by Mr. Nyasse Barthelemy, Professor at the University of Yaounde  Question & Answer (Q&A) session, moderated by Mr. Georges Ghandour and by Mr. Yves Ngoubeyou
8. Summary of the content of the presentation	<p>The content of the webinar was structured around the various types of technical assistance that WIPO offers and could offer to Member States upon their request. The presentation then highlighted when and how IP has become a strategic tool for economic development in developing countries and provided a brief description of the situation in Africa and its contribution to the world of IP and innovation.</p> <p>The low share of Africa in the global knowledge web explains why there is a real need for assistance from WIPO to remedy that situation. From that point of view, an extensive presentation of WIPO interventions was highlighted, such as:</p>

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- ✓ assistance to Member States in formulating or improving their national IP policies and/or strategies;
- ✓ assistance in promoting innovation through TISCs centres and associated services such as ARDI and ASPI;
- ✓ assistance in domesticating useful technologies under the Appropriate Technology Programme of WIPO;
- ✓ assistance by providing capacity building via WIPO Academy (IP distance learning programmes; professional programmes; short non degree trainings, etc.); and
- ✓ assistance to academic programmes in two African universities offering Master degrees in IP.

The presentation concluded by providing examples of a wide range of WIPO publications on a large variety of IP issues that could be of use for developing countries.

### 9. Number and quality of questions from the audience

Participants were engaged in the conversation and addressed around 7 questions to the presenter. As time permitted, some questions were read out and addressed during the webinar, while others were addressed via email at a later stage. The questions ranged from seeking guidance on different types of technical assistance provided by WIPO and how those could be made easily accessible to developing countries, to challenges that developing countries face with regard to commercialization of innovations and lack of awareness about IP rights in Africa.

### 10. Level of participation in the webinar

A total of 91 persons registered for the webinar. A total of 26 persons (approximately 35% female) attended the webinar live.

### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar. The response rate to the survey was 65 %.

56% of respondents who answered the survey were “satisfied” and 37% were “extremely satisfied” with the webinar overall, and reported that the content of the webinar was “excellent” (56 %) or “good” (37.5 %).

70% of them considered that the duration of the event was “correct” and 23% considered it “too short”. 100% of respondents considered that the webinar was an “appropriate” means for discussing tools and methodologies for technical assistance.

88 % of them would recommend future webinars on a similar topic and 100% would attend future webinars on other topics related to technical assistance.

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### 12. Appropriateness of the webinar format for the discussion of this topic

This webinar format was appropriate for discussion on such a topic as participants could pose direct questions by chat option (short messages) and video recording for later views of the discussion.

### 13. Shortcomings encountered

The quality of internet and familiarity with the software used was a challenge in the beginning. This issue was quickly resolved with the support from the WIPO team and technical support team during the test / rehearsal sessions.

### 14. Areas of improvement and lessons learnt

The duration of the webinar could be increased, for instance to two hours, to allow more direct questions from the participants.

### 15. Follow-up

It would be interesting to organize webinars on the same subject and get more feedback from the participants.

A suggestion that could be reflected in future webinars is to improve WIPO's communication strategy by focusing more on IP exploitation rather than on IP protection.

<b>COMPLETION REPORT OF WEBINAR VIII</b>	
WEBINAR SUMMARY AND ASSESSMENT	
1. Title	<i>What is the role that technical assistance plays in formulating and implementing an effective IP strategy?</i>
2. Date	December 17, 2019
3. Language	Chinese
4. Duration	Scheduled duration: 1 hour Actual duration: 1 hour
5. Link to video recording	<a href="https://www.wipo.int/meetings/en/details.jsp?meeting_id=55226">https://www.wipo.int/meetings/en/details.jsp?meeting_id=55226</a>
6. Key WIPO Divisions / Sectors Involved	Development Agenda Coordination Division WIPO Office in China Information and Communication Technology Department Publications Division News and Media Division
7. Structure and presenters of the webinar	Opening by Ms. Wang Yi, Senior Counsellor, WIPO Office in China  Presentation by Mr. Xiaoqing Feng, Professor of law, Director of Institute of Intellectual Property Law, China University of Political Science and Law; Vice Chairman of China Intellectual Property Law Research Association  Question & Answer (Q&A) session, moderated by Ms. Wang Yi
8. Summary of the content of the presentation	<p>The webinar explored the different categories of technical assistance delivered by WIPO, such as: assistance in the development of national IP strategies and development plans; providing technical and administrative infrastructure; capacity building; legislative assistance; development agenda projects, etc., covering the entire process of IP creation: protection, use and management.</p> <p>It further highlighted the long-term and fruitful cooperation between WIPO and China, in particular in the process of the development of the Chinese IP system reform and a more effective IP operations system. By providing various types of technical assistance support, WIPO has promoted the effective implementation of the Chinese IP legislation and system, and has supported China in formulating and implementing its national IP strategy.</p>



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The formulation and implementation of the Chinese national IP strategy was based on the premise of building and improving the Chinese IP legislation system, which is a fundamental requirement for China's economic and legal development.

The content of the presentation was built around the following structure:

### I. WIPO's technical assistance to China within the scope of the CDIP

In this section, the presentation highlighted WIPO's role in the development of the Chinese national IP strategy outline, and its continuous role in improving Chinese IP laws and regulation, as well as its ability to create, use, protect and manage IP, to build an innovative country. China has now become a model for developing countries to implement national intellectual property strategies.

The presentation also highlighted that at the request of the Chinese Government, WIPO has provided legislative advice to the Chinese IP legislation and related IP policy formulation on many occasions, and supported the Chinese Government to actively introduce international IP rules in its legislative processes and harmonize it with the international rules. China also works closely with WIPO to promote the use of the PCT in China, and to provide guidance to companies to effectively use the Hague System according to the needs of the users. Since 2011, WIPO has been cooperating with China's trademark authorities every year, to promote the implementation of the Madrid System for the International Registration of Trademarks in China. Moreover, WIPO has begun cooperation with the Chinese Government and the Judicial Department to promote Alternative Dispute Resolution in Beijing, Shanghai, Shenzhen and other places in China. Capacity building is another important area for cooperation between WIPO and China. In that regard, WIPO cooperates with the China Intellectual Property Training Center, Chinese universities, and the Supreme People's Court of China. It has also guided the work of the Technology Innovation Support Center (TISC) in China. For example, a "WIPO Webinar on Establishing a Technology Innovation Support Center (TISC) in China" was held in Beijing, and a pilot project of a technology innovation support center was conducted in cooperation with the China National Intellectual Property Office.

### II. China's Experience and Practice in Providing Technical Assistance

The second section of the presentation focused on the implementation of China's national IP strategy. Its successful implementation was particularly reflected in the improvement of the IP creation ability, use, protection, and management, as well as the cultural atmosphere that has gradually formed an advancement of the international IP cooperation. The Chinese practices and experiences mainly include:

- (a) promoting and guiding the formulation and effective implementation of intellectual property strategies in regions, localities, industries, and enterprises;
- (b) continuously improving the level of IP protection in the country in accordance with economic and social development requirements, and strengthening the law enforcement, implementing strict IP protection, highlighting the balanced mechanism of IP protection;
- (c) establishing an enterprise-oriented, market-oriented, highly integrated industry-university-research technology innovation system, and enhancing the important role of the market in resource allocation and guidance, and the role of governments and enterprises in advancing the implementation of IP strategies;
- (d) taking effective measures to promote the effective operation of IP;
- (e) comprehensively

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advancing the modernization of national governance and governance capabilities of IP institutions and achieving diversified social participation, reforming national and local IP management systems, and continuously improving the modern governance of IP; (f) taking advantage of opportunities with international cooperation to enhance China's resilience in international IP affairs, and enhancing China's role as a responsible IP country image to advance global governance and advocacy in China in the context of the new international political and economic order of IP rights that is fair, reasonable, and mutually beneficial under the concept of a community of shared future for humankind; and lastly (g) persevering in the cultivation of IP culture, and raising the nation's IP awareness.

### III. Impact of WIPO Technical Assistance on IP Development in China

This section emphasized the active and effective method of delivering technical assistance that WIPO has adopted which lead to great results in China's development. WIPO's technical assistance method is tailored to the countries' needs and that plays a positive role in promoting the development of IP in the Chinese context.

### IV. Prospects of WIPO's Technical Assistance to China

The fourth section of the presentation provided an overview of the future prospects of WIPO's technical assistance in China, through its cooperation with the State Intellectual Property Office of China. Some examples of the future technical assistance activities are listed below:

*The cooperation on intellectual property rights in the "Belt and Road" initiative has broad prospects.* With the support of WIPO, China has successfully held high-level "Belt and Road" IPR meetings, and established a "Belt and Road" IPR cooperation normalization mechanism.

*In the field of information services, cooperation between WIPO and China is promising.* The State Intellectual Property Office of the People's Republic of China and WIPO are cooperating on information and data exchange; and established a bilateral secure virtual private network connection, which provided support for improving the level of IP information services in China.

*Promote cooperation on the protection of intellectual property rights, genetic resources and folk arts.* Intellectual property and genetic resources, protection of folk arts and other issues are important matters for China. The Chinese Government is willing to participate in the work of the WIPO Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC), and the implementation of the 2030 Agenda for Sustainable Development.

*Cooperate to advance the development of international rules on intellectual property.* China will continue to support WIPO's continued role as the main platform for the formulation of international rules on IP, and is actively negotiating with WIPO on joining the Hague Agreement.

*The work of the Technology Innovation Support Center in China continues to advance.* WIPO actively cooperates with relevant Chinese government departments to promote the establishment of a WIPO Technology and Innovation Knowledge Center (TISC) in China. At present, 20 institutions have become TISC pilot units. Through a series of seminars and trainings, these centers obtained patent databases and scientific and technological literature and information, which is conducive to the improvement of innovation capabilities of enterprises, research institutes and other innovation entities.

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### V. Conclusion

The presentation concluded by highlighting WIPO's effective coordination and cooperation with the State Intellectual Property Office of China, which provided an important guarantee for the realization of China's national IP strategy and promoted China's national governance system and governance capacity. In cooperation with WIPO, China has broad prospects for development in the "Belt and Road" initiative, cooperation in the field of information services, and international rulemaking.

#### 9. Number and quality of questions from the audience

Approximately 18 questions were received from the audience, covering a wide range of issues, such as: the *status quo* and improvement of China's IP law education; opportunities for students to contact and participate in some of WIPO's projects in China; how to coordinate external strategic technical assistance during the formulation of national intellectual property strategy; etc.

Questions were addressed during the live webinar and also in writing, after the webinar. The quality of the questions highlighted the interest of participants in the topic and in such a format of discussion.

#### 10. Level of participation in the webinar

A total of 535 persons registered for the webinar. A total of 62 persons attended the webinar live.

#### 11. Feedback received from audience

A satisfaction survey was shared with participants after the webinar, however the respondent rate was relatively low, 3%. The respondents of the survey rated positively the webinar and found the content of the webinar was "very good" or "good".

#### 12. Appropriateness of the webinar format for the discussion of this topic

The webinar format for the discussion of this topic was good.

#### 13. Shortcomings encountered

Due to the limited time, the interaction with the audience during the webinar was limited, and it was difficult to receive feedback from the audience in a timely manner.

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### 14. Areas of improvement and lessons learnt

Due to the short timing for the preparation of the webinar and the language constraints, it was difficult to collect, organize, and analyze in a comprehensive manner the materials and information needed for the webinar.

### 15. Follow-up

The video recording and presentation of the webinar are available online for the use of those who could not attend the webinar. Future webinars could focus on other specific topics in the field of technical assistance that may be of interest for stakeholders in China.

[End of Annex and of document]