

# WIPO



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**WORLD INTELLECTUAL PROPERTY ORGANIZATION**  
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## **PERMANENT COMMITTEE ON COOPERATION FOR DEVELOPMENT RELATED TO INTELLECTUAL PROPERTY**

**Second Session**  
**Geneva, February 5 to 8, 2001**

**THE WIPO WORLDWIDE ACADEMY: PERFORMANCE, CHALLENGES  
AND OPPORTUNITIES**

*Document prepared by the International Bureau*

## INTRODUCTION

1. The WIPO Worldwide Academy (WWA) was established in March 1998 as a central coordinating mechanism for human resources development undertaken by the WIPO. The overall objective of the WWA is to serve as an educational institution for providing teaching, training, and research services in intellectual property. In order to meet its objectives, the WWA carries out its programs both at the headquarters of WIPO in Geneva, and in different parts of the world. Given its wide mandate, the WWA also cooperates with several academic institutions and intellectual property offices in order to accomplish its objectives.
2. It is a given fact that intellectual property now permeates virtually every aspect of human life. Therefore, with this increasing importance, it has become imperative to expand human resource development activities in this field. Moreover, owing to the fact that intellectual property cuts across every field and discipline, the WWA's target audience is not restricted to professionals working in the intellectual property field (academia, teachers and trainers, government officials dealing with policy and implementation of intellectual property) but extends to the civil society and other stakeholders in the intellectual property system as well.
3. Due to the rising level of activities related to the protection of intellectual property in member countries, the demand for tailor-made programs has also continued to increase steadily. In response to this demand, the WWA has since expanded the scope of its training programs to include courses and seminars on the legislative, administrative and enforcement aspects of intellectual property systems.
4. The programs of the WWA comprise four main categories described briefly below: *Professional Training, Policy Training, Distance Learning and the Library.*
5. The *Professional Training Program* offers introductory and advanced training courses for managers and technical staff of intellectual property offices and other professional users of the system. These courses are directed not only at persons working in intellectual property offices, but also at those involved with research work in universities and R&D institutions, as well as chambers of commerce and industry. These training courses are offered by the Academy jointly with more than 35 cooperating States and organizations. The Academy also organizes a Summer School Program (formerly Internship Program) which is open to senior students and young professionals from all regions of the world, who are following a course of study in the intellectual property field. Based on the success of its sessions in the past two years, the Program has been expanded both in terms of its content as well as student intake.
6. Under the *Policy Training Program*, the WWA organizes Academy sessions for decision-makers, policy advisors, development managers, diplomats and other target groups, to promote policy debate and a deeper understanding of the practical implications of the intellectual property system. The sessions are also designed to provide a forum for sharing information and exchanging views on the experience of other developing countries in using the intellectual property system as a tool for development. Two types of sessions are conducted: (a) General Academy sessions, which cover a broad range of topics on the protection, administration and enforcement of intellectual property rights where the experience of developing countries in this field is given particular emphasis; and (b) Special Academy sessions for specific target groups which deal with special or topical issues, such as

the enforcement of intellectual property rights and the implications of the Agreement on Trade-Related Aspects of Intellectual Property Rights.

7. In its program of cooperation with universities, the WWA develops curricula for the teaching of intellectual property in universities. The development of curricula for the teaching of intellectual property and the award of long term fellowships are intended to stimulate scholarship and research in intellectual property. The publication of various teaching material is also an activity carried out by the Academy in direct response to wide demands from universities and other academic institutions. The WWA has also entered into programs of cooperation with universities for joint award of degrees, diploma or joint certificates.

8. As a response to the ever-rising demand of Member States for human resources development, and in the light of limited human and financial resources, the WWA launched, in June 1999, the *Distance Learning Program*. This Program heralds a paradigm shift in teaching methodology, with the attendant advantages of flexibility of time and space, cost effectiveness and the capacity to reach the unreached. Distance learning courses are a cost-effective complement to traditional training methods, as well as a means of increasing the range of training beneficiaries. The added value brought by distance learning courses to WIPO's traditional training activities has been widely recognized by the Member States. These courses are delivered via the Internet, using a format that allows for online registration, student-teacher interaction, student tests, course-monitoring and evaluation systems. Since its beginning in June 1999, the distance learning program has made major strides, starting with the development of the first introductory course on intellectual property. Its impact and effectiveness has been hailed as a cost-effective and efficient tool for reaching wider audiences.

9. The *Library*, which specializes in intellectual property materials, is designed to support the research and information needs of WIPO staff, students of the WWA and external researchers. With approximately 35,000 monographs and nearly 300 periodicals, the library is an excellent source of information on intellectual property. Its features include an online, automated public-access catalogue, reading room for reference study, access to laws and treaties, Lexis-Nexis and a cyber center which houses a CD-ROM terminal and several workstations. The Library also publishes specialized bibliographies on intellectual property topics. Its wealth of specialized information makes its services a vital component to the WWA's research needs and advanced studies for an ever-expanding intellectual property community.

### Performance

#### (a) Professional Training Program

10. In 1999 and 2000, the WWA continued to carry out its activities through its professional training and Summer School programs. Specialized and advanced courses were offered in patent information, search and examination; assessment of inventions and technology management; collective management of copyright and related rights, trademarks and appellations of origin, etc.

11. With a view to providing a sharper focus and meeting the demand for more specialized training, during this period the WWA organized about 80 interregional training courses and seminars. These include:

- ten interregional specialized training courses, organized in cooperation with the European Patent Office (EPO), on streamlining patent search and examination procedures, on the usefulness of technical information contained in patent documents, on the use of new technologies (Internet, CD-ROMs, online databases) and on administrative issues in patent and trademark procedures for about 160 patent examiners and technical staff of industrial property offices;
- four interregional advanced courses on the legal, administrative and economic aspects of industrial property, attended by around 95 representatives of national and regional intellectual property offices and ministries in charge of intellectual property matters. Two courses were organized in cooperation with the Center for International Industrial Property Studies (CEIPI) and the French National Institute of Industrial Property (INPI), and two in cooperation with the Spanish Patent and Trademark Office (OEPM);
- three interregional courses on the legal and administrative aspects of trademarks, organized in cooperation with the Benelux Trademark Office (BBM) for about 30 officials in charge of trademark and industrial designs in intellectual property offices;
- two courses organized in cooperation with the Canadian Intellectual Property Office (CIPO), one on the management of trademark operations and information services, and the other on Client Service and Quality Management in the Delivery of Patent Services, attended by about 25 participants;
- a workshop on innovation support services and their management, organized in cooperation with the Carl Duisberg Gesellschaft (CDG), attended by 12 participants, focusing on services to be developed and offered to national inventors and innovators, R&D organizations and small and medium-sized enterprises (SMEs).

12. At the introductory and advanced levels, training activities were organized as follows:

- two seminars on industrial property for 246 officials from national and regional intellectual property offices in charge of industrial property, followed by practical training in cooperation with regional agencies such as the EPO and the BBM, and the industrial property offices of various countries;
- two advanced courses on administrative issues in patent and trademark procedures for over 40 managers and administrators of industrial property offices;
- two seminars on copyright and related rights for 142 officials in charge of copyright administration, followed by practical training at copyright offices or various authors' societies and institutions involved in the collective management of copyright.

(b) Policy Training Program

13. In 1999 and 2000, the WWA continued to organize General and Special Academy sessions. The sessions were intended to give an overview and a better appreciation of the role of the intellectual property system in national and international development. The General Academy sessions covered a broad range of topics on the protection, administration and enforcement of intellectual property rights. The experience of developing countries in this field was given particular emphasis. These sessions were supplemented by special Academy sessions for specific target groups, which dealt with special or topical issues.

14. There was a general increase in the number of Academy sessions organized in 1999. A total of 10 sessions and symposia were organized with the participation of 140 officials from all regions of the developing world. Two such sessions were General Academy sessions on intellectual property in English and French respectively. Four sessions were organized for specific target groups - diplomats of developing countries and countries with economies in transition working in the Permanent Missions in New York and Geneva. One Special Session of the Academy was organized in China on the role of intellectual property in progressive and sustainable development of developing countries.

15. A new initiative in 1999 was the organization of a pilot gender-mainstreaming project. This was a Regional Workshop on Leadership for Women Administering Intellectual Property in Alajuela, Costa Rica and a Regional Seminar on Intellectual Property and Women in San José, Costa Rica, in cooperation with the Central American Institute of Business Administration and the Government of Costa Rica. The workshop was primarily focused on developing and improving management and supervision techniques, negotiation abilities, leadership and communications skills of women leaders within the context of intellectual property administration.

16. In the year 2000, the WWA organized 11 Academy sessions and symposia involving 164 participants from developing countries, countries with economies in transition, intergovernmental organizations with some additional local participants. Four of the sessions were General Academy sessions on intellectual property for policy makers conducted in English, Arabic, Portuguese, Russian and Spanish. The session in Portuguese and Spanish was organized in cooperation with the Government of Cuba in Havana.

17. With regard to Special Academy sessions on topical issues, emphasis was placed on the training of persons engaged in the teaching of intellectual property law in universities. In this connection, the WWA organized an International Conference on Intellectual Property Education for Business in cooperation with the Government of Bulgaria and the University of National and World Economy in Sofia, Bulgaria. Its objective was to discuss the promotion and improvement of the teaching of intellectual property in order to meet the changed needs for professionals in business and industries in the field of intellectual property. An intensive Post-graduate Course on Copyright Law was organized with the University of Los Andes, Merida, Venezuela, and the Inter-American Institute of Copyright (IIDA) and with the assistance of the Central American Book Center (CERLALC), exclusively for university professors teaching copyright law in Latin American countries.

18. An International Symposium on the Effects of Technology on Copyright and Related Rights was organized in cooperation with the United States Copyright Office to provide

senior government officials with updated information on the effects of new technologies on the creation, dissemination, exploitation and administration of literary, musical, artistic and audiovisual works. Special emphasis was given to the WIPO Copyright Treaty (WCT), the WIPO Performances and Phonograms Treaty (WPPT) and the US Digital Millennium Copyright Act (DMCA).

19. With updated national legislation in place, many developing countries are now giving priority to the administration and enforcement of intellectual property rights. The WWA continued to respond to the needs of its Member States in the training of enforcement officers, especially judges, prosecutors, police officers and customs officers by organizing two sessions on the Enforcement of Intellectual Property Rights jointly with the United States Patent and Trademark Office (USPTO). At these sessions, special emphasis was given to the relevant provisions of the TRIPS Agreement on border measures and customs procedures with a view to enhancing the ability of these officials to deal effectively with piracy and counterfeiting. A new training module containing a problem solving exercise was introduced in the program.

20. Conceived to meet the ever-increasing global importance of intellectual property over the years, the WIPO Long-term Fellowship Program has enabled professionals to pursue a postgraduate degree in intellectual property in various universities and research institutes. In order to maximize the impact of such long-term fellowships, the program focuses more on the training of trainers, with the objective of investing in human resources in teaching positions at the university level. In 1999, 18 fellowships were awarded in seven universities: Franklin Pierce Law Center, United States of America; George Washington University, United States of America; International Center for the Studies of Industrial Property (CEIPI), France; Swiss Federal Institute of Technology, Switzerland; University of Alicante, Spain; University of Montpellier, France; and University of Nantes, France.

21. In 2000, 20 fellowships were awarded in nine universities: Cairo University, Egypt; Franklin Pierce Law Center, United States of America; George Washington University, United States of America; Max-Planck Institute for Foreign and International Patents, Copyright and Competition Law, Germany; Oxford University, United Kingdom; University of Alicante, Spain; University of Externado, Colombia; University of Los Andes, Venezuela; and University of Montpellier, France.

22. The WWA launched in 2000, the first *Post-graduate Specialization Course on Intellectual Property*, in cooperation with the University of Turin, and with the assistance of the Government of Italy and the International Training Center of the International Labour Office (ILO) in Turin, Italy. The main objective of the course was to develop and strengthen the capacity of institutions and universities in developing countries in their teaching of intellectual property. The course was also intended to serve as an intermediate option between WIPO short-term training courses (one to four weeks) and the long-term fellowship programs (nine to 12 months). The course was attended by 38 students, 19 of them from developing countries who were sponsored by WIPO. The other 19 participants were self-sponsored mainly from Italy and other European countries.

23. In the year 2000, the WWA launched another new joint venture-Master Program on Human Rights and Intellectual Property. The program is organized in cooperation with the Raoul Wallenberg Institute for Human Rights and Humanitarian Law and the University of Lund, Sweden. Three of the students were from universities in developing countries and were

financed by WIPO. They will teach intellectual property and human rights in their universities upon graduation.

24. The WWA has also been supporting the activities of the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP), mainly by providing the necessary financial aid to enable the participation of its members and professors from developing countries at its annual congress, the publication of congress papers and other logistic arrangements.

25. ATRIP, founded in 1981, is aimed at promoting the teaching and research in the field of intellectual property. Its members meet once a year to discuss recent developments in the field of intellectual property.

26. For the 1999 ATRIP Congress, held at WIPO's headquarters in Geneva, the WWA financed the participation of 17 professors from developing countries and countries with economies in transition and the Executive Committee members from developing countries.

27. The ATRIP Congress in 2000 was held in Santorini, Greece. The WWA financed the participation of 16 professors from developing countries and countries with economies in transition and the Executive Committee members from developing countries.

(c) Distance Learning Program

28. The *Distance Learning Program* was officially launched in June 1999, with the pilot session of the course "Introduction to Intellectual Property- DL-101". This session was organized in English, with 113 participants. A second session was conducted in that year bringing the total number of registrations for 1999 to 468 (250 in English, 54 in French and 164 in Spanish).

29. Three sessions were organized in 2000, in three languages, with a total number of 1,717 registrations (1,145 in English, 208 in French and 364 in Spanish). A Chinese translation of the course has been completed by the State Intellectual Property Office of China (SIPO), and plans are underway to provide course delivery in Chinese in cooperation with SIPO.

30. A CD-ROM version of the course has also been developed to ensure access of the course content by larger numbers of beneficiaries, especially in countries with inadequate Internet connectivity.

31. In addition to the introductory course, in 2000, special emphasis was placed on the development of five advanced courses on the following topics: Copyright and Related Rights; Intellectual Property and Traditional Knowledge; Intellectual Property and Electronic Commerce; Intellectual Property and Biotechnology; and Development of Skills of Patent Agents with a special focus on developing countries. These courses will be delivered in 2001.

32. In 1999, the WWA started publishing a series of information brochure catalogues and leaflets on its programs. To date, about 40,000 publications, have been distributed in English, French and Spanish. The first two issues of the magazine, *WIPO Worldwide Academy Review*, were published in 2000. It is proposed to publish the Review three times a year.

### Library

33. During the period under consideration, the WIPO Library was gradually transformed into an Information and Documentation Center (IDC) for intellectual property. To this end, the IDC increased and diversified its holdings of relevant reading and reference materials by 2,400 items, so as to make it an important research center in the field of intellectual property for the benefit of WIPO staff, participants and teaching staff of the WWA. It is estimated that a total of 200 WWA participants and 1,400 other patrons took advantage of the IDC services during this period.

34. The IDC continued to actively pursue its search to find and subscribe to electronic versions of core journals in the field of intellectual property. The IDC also continued to initiate new services for its patrons. Using digital technologies, it was able to provide research on reference materials expeditiously and in a reliable manner to users who were unable to physically visit the IDC. The electronic catalogue of the Library was placed on the home page of the IDC on the WIPO website as well as integrated in the joint UN System UNCAPS catalogue (*United Nations System Shared Cataloguing and Public Access System*).

35. Further, the IDC became a partner in the UNSEIAC Consortium (*United Nations System Electronic Information Acquisition Consortium*), lead by the Dag Hammarskjöld Library in New York, for joint access to various online services at favorable prices, *inter alia*, the Lexis-Nexis services, one of the most important resources for intellectual property doctrine and case law.

36. The IDC continued to direct the Library Science Talks (LSTs) in cooperation with the the European Organization for Nuclear Research (CERN) and the Swiss National Library, one of the main activities of the Association of International Librarians and Information Specialists (AILIS).

### Aggregates

37. *The total number of participants for the programs organized by the WWA was 1,031 in 1999 and 2,308 in 2000. This represents an increase of 124 per cent. Several hundred other persons also benefited from courses and programs organized by the WWA or at which WWA resource persons were provided. This includes programs in Cameroon, China, India, Israel, Italy, South Africa, Sudan, Sweden, Thailand, Zambia, Zimbabwe, etc.*

### Challenges and Opportunities

38. There is an ever-increasing demand for human resource development from the Member States. Furthermore, as intellectual property has been playing an increasingly important role in social, economic and cultural development, the Academy has an important role to play in meeting the new challenges. Thus the WWA will need to strengthen its institutional capacity and will not only be required to provide training activities that are relevant to the needs of Member States but also to expand the target audience covered and the nature of courses offered.

39. In attempting to expand the scope and coverage of its activities, it is imperative that the courses deal with all dimensions of intellectual property, in accordance with Article 2 (viii) of



the Convention Establishing the World Intellectual Property Organization, which provides that:

“ intellectual property shall include the rights relating to:  
literary, artistic and scientific works,  
performances of performing artists, phonograms, and broadcasts,  
inventions in all fields of human endeavor,  
scientific discoveries,  
industrial designs,  
trademarks, service marks, and commercial names and designations,  
and all other rights resulting from intellectual activity in the industrial, scientific,  
literary or artistic fields.”

40. As can be seen from the above, the definition of intellectual property is fairly comprehensive and includes *inventions in all fields of human endeavor*. Therefore, while framing the courses and programs of the Academy, care should be taken to ensure that the focus of its activities is not limited to the traditional and conventional areas of intellectual property, but extends to the new and emerging areas of concern among the Member States. The approach would therefore have to be multidisciplinary in nature, covering aspects like law, economics, political science, natural sciences, medicine, etc. and also establish an interface with other areas of interest like human rights, biodiversity and the environment.

41. The challenges are multifarious and resources limited. The Academy needs not only to map out the most optimal and cost effective path of achieving this goal but also to attempt to be what the words ‘Worldwide Academy’ imply - *to reach the unreached*. It is obvious that a concerted effort would have to be made to evolve innovative ways and means of realizing these objectives.

42. In order to enable the Academy to reach the goals envisaged, there is a need to define its vision and determine a strategy for the realization of that vision. An integral part of such a vision and strategy should be an *uncompromising quest for academic excellence* and the fostering of innovative and free thinking.

43. Towards the realization of that goal, a variety of steps are proposed to be taken. This would include strengthening the structure and resources of the Academy, conclusion of cooperation arrangements with partners, outsourcing of some activities to fill knowledge and skill gaps and creation of capacities in specialized areas and harnessing the potential of information technology.

44. As the Academy would not be able to build the necessary resources to meet the challenges in a short period, it would depend substantially on external partners such as intellectual property offices in different regions, academic institutions with a proven track record of excellence, inter-governmental organizations and specialized agencies of the United Nations, as well as non-governmental organizations. The Academy will pursue programs of cooperation with these institutions, focusing on their respective areas of strength, and build synergies for development.

45. In the emerging areas of technology and expressed areas of concern, skills and expertise are limited. As the resources existing globally to deal with these aspects is limited, the

Academy would need to carefully evaluate and assess their availability and outsource to the extent possible. Outsourcing of activity would be required mainly for the development of curricula and teaching material.

46. In order to provide a competitive edge to its programs and activities, information technology will be used as a tool for teaching and training as well as for dissemination of information to wider audiences. The distance learning program will be extended to cover a broader spectrum of people and include new areas of intellectual property. The Library will be strengthened and transformed into an Information and Documentation Center for Intellectual Property.

47. WIPO is the premier agency in the world for the promotion of the protection of intellectual property rights. The WWA is its academic arm. In order to achieve its ever expanding and challenging mandate, it is imperative that the WWA be transformed into an *academic institution of excellence for teaching, training and research in the field of intellectual property rights.*

*48. The Permanent Committee is invited to note the information contained in this document and make any comment it may wish on the content thereof.*

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