

An Overview of the Objectives, Strategies and Activities of The SMEs Division of WIPO

by Mr. Federico Guicciardini Corsi Salviati

Deputy Director

Small and Medium-Sized Enterprises (SMEs) Division
World Intellectual Property Organization (WIPO)

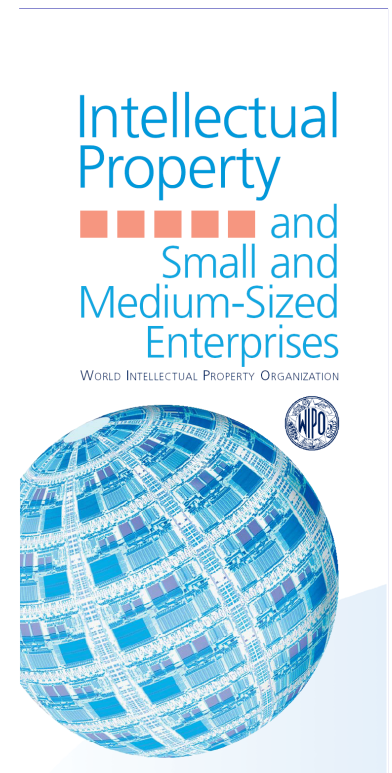


WIPO National Seminar on Intellectual
Property and Small and Medium-Sized
Enterprises (SMEs)

Ulaanbaatar, Mongolia
October 28 and 29, 2003

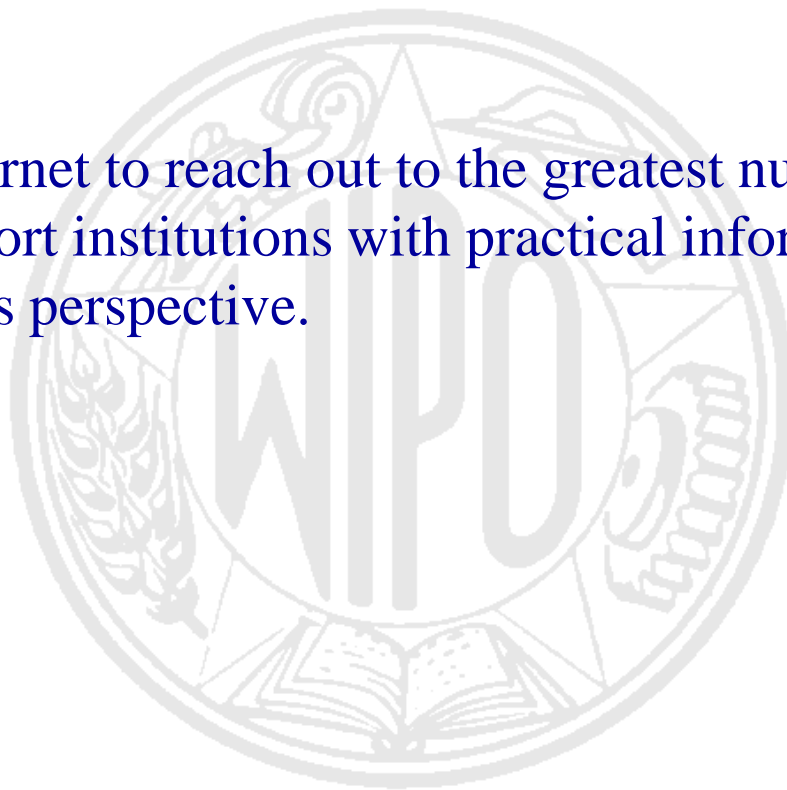
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1) Content Creation: (a) SME Website

Aim: use the Internet to reach out to the greatest number of SMEs and SME support institutions with practical information on IP from a business perspective.





Welcome to the SMEs Website

- [SME Home](#)
- [Intellectual Property for Business](#)
- [Intellectual Property and E-Commerce](#)
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Have you ever wondered what is "intellectual property" or what relevance it could possibly have to the creation or success of a small or medium-sized enterprise (SME)? If yes, then you have come to the right place.

Here, we take a close look at intellectual property (IP) from the perspective of SMEs and analyze the possibilities offered by the IP system for improving their performance and competitiveness.

The web site also offers details on the activities of WIPO's SMEs Division and provides information of interest to SME support institutions.



Mailing List

Enter your E-mail address to receive monthly e-mail newsletter:

[\[Archives\]](#)



[IP and SMEs Brochure \[PDF\]](#)

News



[Valuation of Intellectual Property: What? Why? and How?](#)



[Making a Mark: An Introduction to Trademarks for Small and Medium-sized Enterprises](#). The first in the new series of WIPO guides on "Intellectual Property for Business".



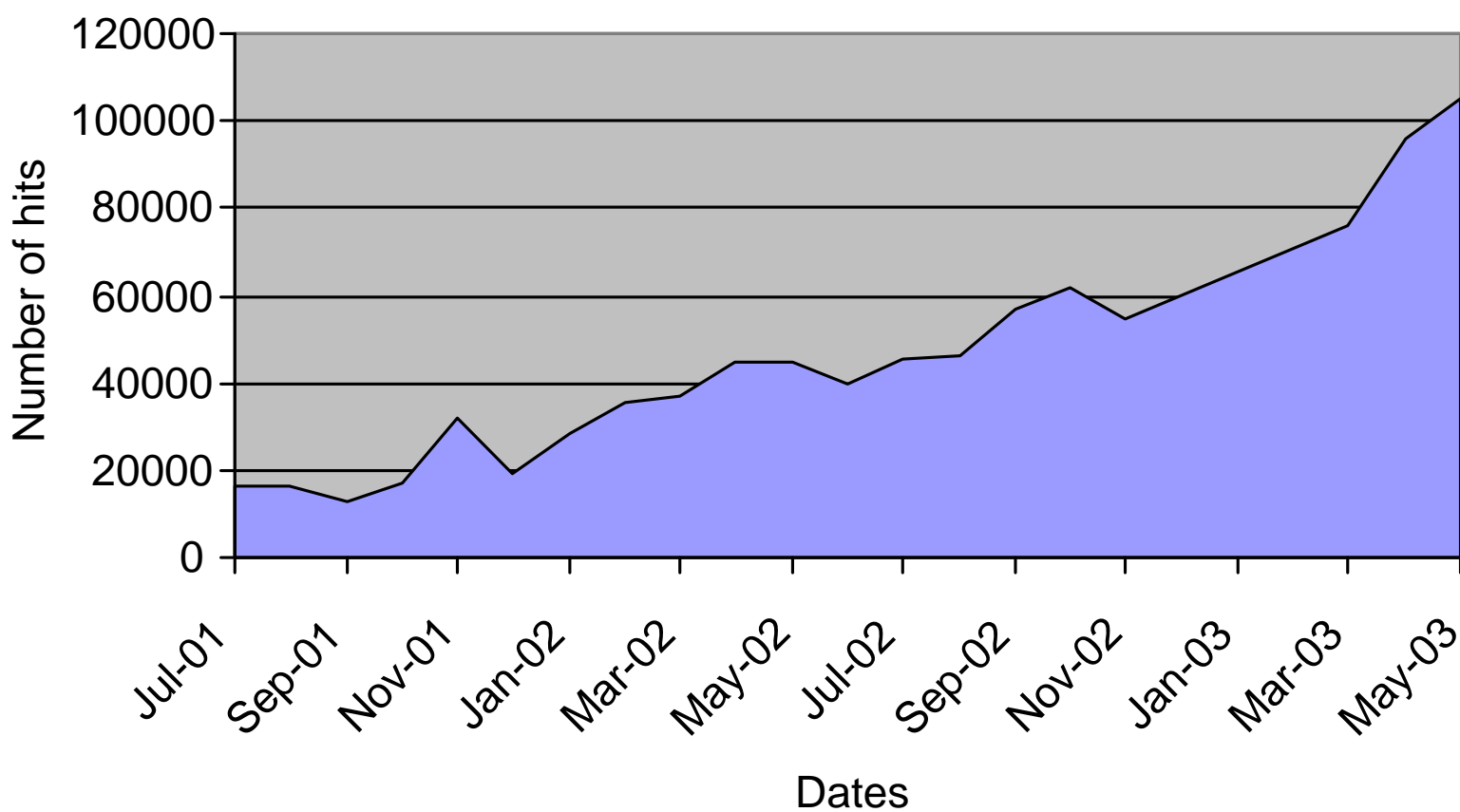
[Domain Names: Making a Good Choice](#). Article published in the July-August issue of the WIPO Magazine.



[Norwegian SMEs and the IPR System: Exploration and Analysis](#): executive summary.

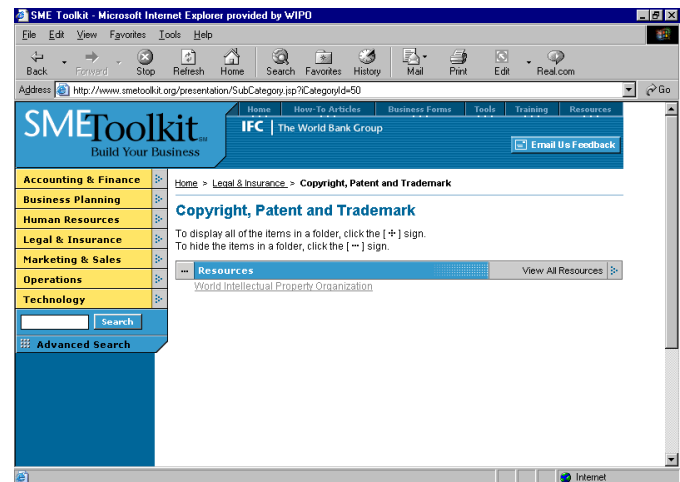
[printable version](#)

Total Number of Hits for the SME Website



Content Creation: SME Website

- Some Highlights:



Content Creation: SME Website

- Future Tasks:



Content Creation:

(b) CD-ROM

Aim: publish the entire content of the SME website in a single multi-language product



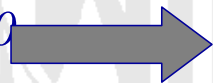
Content Creation:

(c) E-mail Newsletter

Aim: reach out regularly to partners and interested readers with articles, useful links, case studies, best practices, activities on IP for SMEs. Currently in 3 languages.

- **Subscribers:**

January 2002: 700



October 2003: 4,669

- **Future Tasks:**

- survey of readers to improve content
- improve lay-out
- increase contribution from outside experts
- send newsletter in all 6 UN languages

Content Creation: (d) Articles

12 substantive articles for WIPO magazine. Republished on SME website. Examples:

WIPO Magazine February 2014

THE VALUE OF COLLECTIVE AND CERTIFICATION MARKS FOR SMALL PLAYERS

P. AND BUSINESS

Obtaining consumer recognition and customer loyalty is an arduous task for small and medium-sized enterprises (SMEs). Regardless of the quality of the goods, gaining access to retail stores, local markets and distribution networks and making products known among consumers require a significant investment that may exceed the budget of many firms. Given the small scale of production, many SMEs will find it difficult to develop a powerful marketing campaign that will enable them to position their products and create a reputation for their goods that will attract consumers. So what options do they have?

How can the intellectual property system help?

Collective Marks

Under the intellectual property law of most countries, there are provisions on the protection of collective marks. These are usually defined as signs that distinguish the geographical origin, material, mode of manufacture or other common characteristics of goods or services of different enterprises using the collective mark. The owner may be either an association of which those enterprises are members or any other entity, including a public institution or a cooperation. A well-known example of a collective mark is INTERFLORA, which is used exclusively by a flower ordering service.

The owner of the collective mark is responsible for ensuring compliance with certain standards – usually fixed in the regulations concerning the use of the collective mark – by its members. Thus, the function of the collective mark is to inform the public about certain particular features of the product for which the collective mark is used. Most countries

Working collectively, SMEs can benefit from the advantages of being relatively small while at the same time taking advantage of collective strengths. For example, smaller companies operate without large bureaucracies and have much more flexibility to adapt to market conditions. Working collectively, they can also benefit from economies of scale and broader brand name recognition in the same manner as larger companies. SMEs in many countries are aware of these benefits and have traditionally grouped into federations or associations organized either geographically or on the basis of industrial sectors.

Collective Marks

Each country adopts the system of trademark law as the national law. The national law provides that each producer or exporter of goods or services has the right to use his or her own mark for his or her goods or services.

The national system in the European Union is the European Union Trademark (EUTM) system. The EUTM is a single system covering all EU member states. It provides an effective way for SMEs to protect their goods or services in all EU member states.

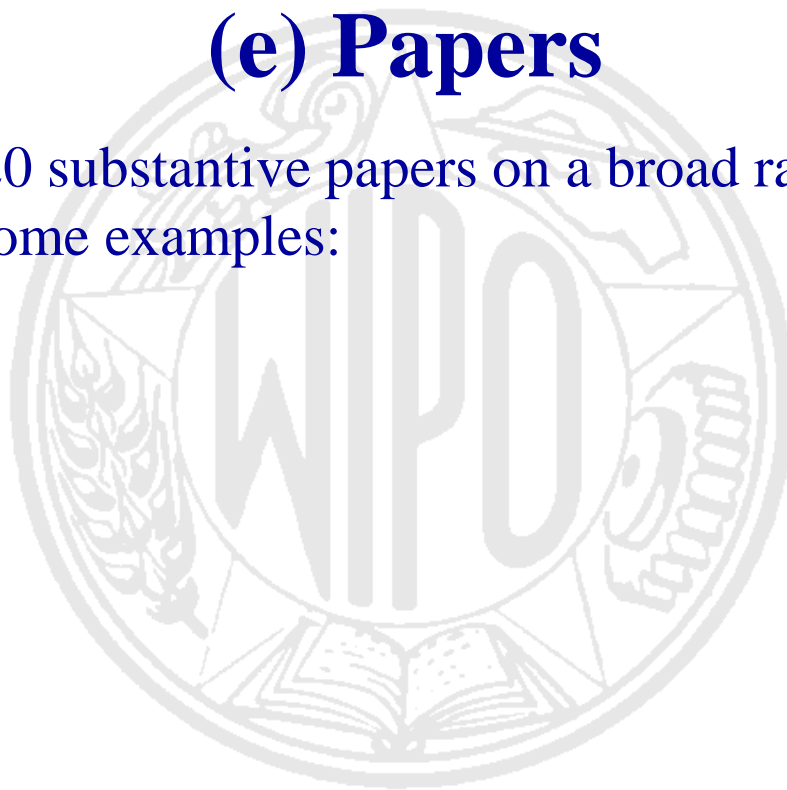
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Woolmark

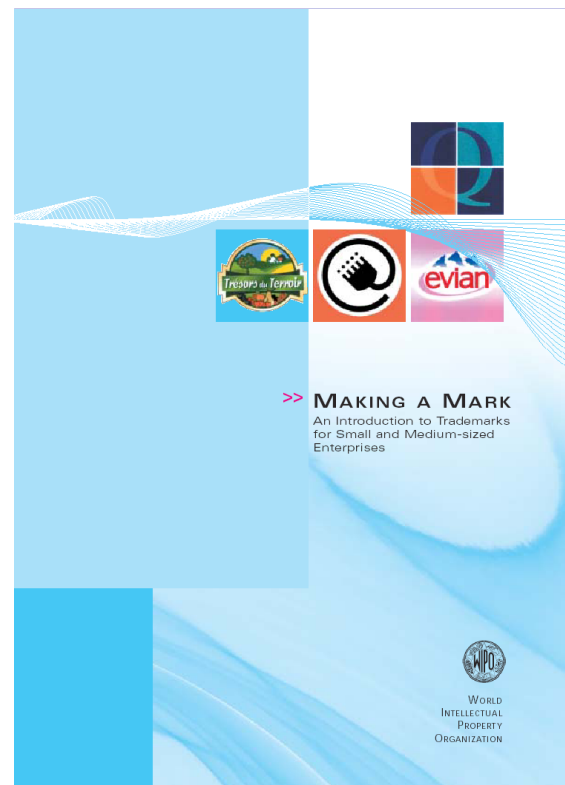
Content Creation: (e) Papers

Over 20 substantive papers on a broad range of issues. Some examples:



Content Creation: (f) IP Guides

- **New Series of Guides on IP for Business:**



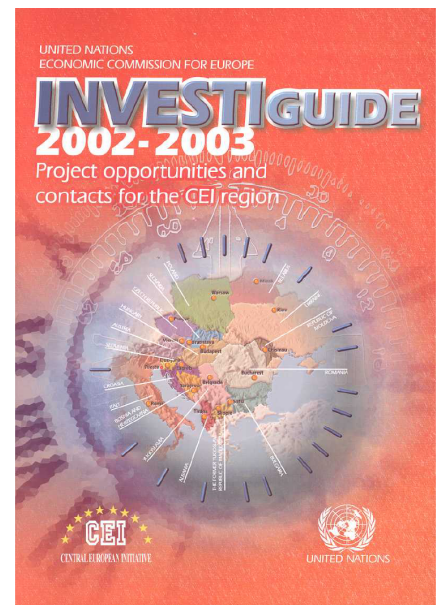
Content Creation: (g) Other Products

- Manual on marks, collective marks, certification marks and geographical indications (under preparation by external consultant, in cooperation with LAC Bureau)
- Publications with external partners

2) Adding IP to SME Products

Aim: Include an IP component in publications, activities, toolkits of partner institutions targeted to SMEs

Activity:



Examples

Adding IP to SME Products

Activity:

Joint publications with SME-oriented partner institutions

Examples:



3) Events

Strategy:

- 1. Bring IP issues to SME events**
- 2. Bring business perspective to IP events**
- 3. Video-conferencing wherever possible**
- 4. Provide background documents and/or PPTs to internal partners**
- 5. Work with appropriate external partners to guarantee participation from target group**
- 6. Include IP within broader framework of support to SMEs for enhancing their competitiveness**

Events

Participated in (or made substantive contribution to) 83 events worldwide (period Jan 2002 - Sep 2003).

Events organized by SMEs Division	-	2	1
Events organized by External Partners	22	11	2
Events organized by/with Internal Partners	22	11	10
Background documents for internal partners	6	-	6
Videoconferencing	5	1	6
Expert meetings (OECD + INSME)	2	-	-
Expert missions (Asia and Africa)	2	2	-
Participants	5140	1900	

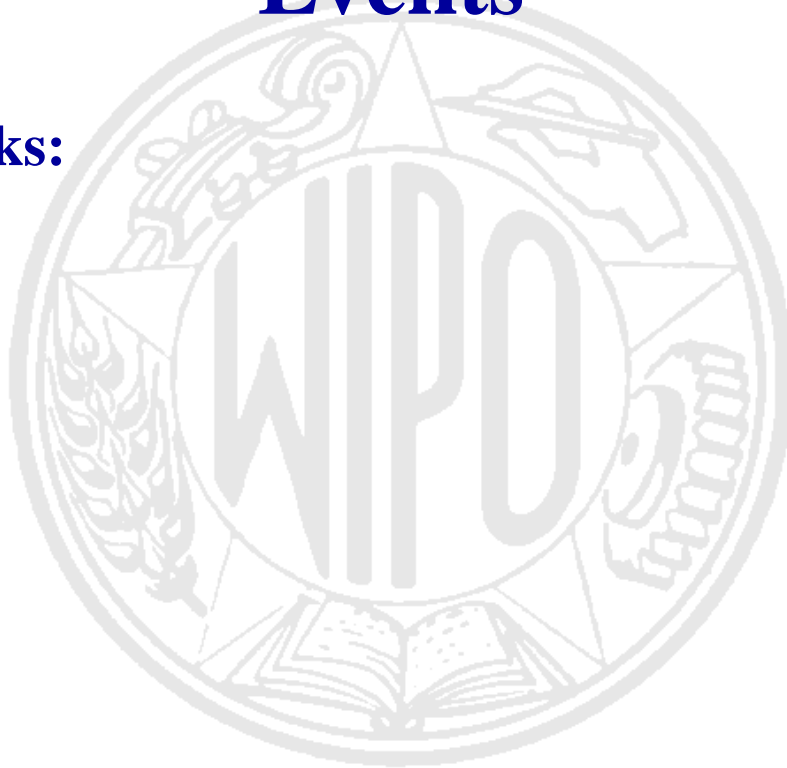
Events

Main external partners for events:

IP Offices	24
Intergovernmental Organizations	15
SME Support Institutions	9
NGOs	8
Universities	7

Events

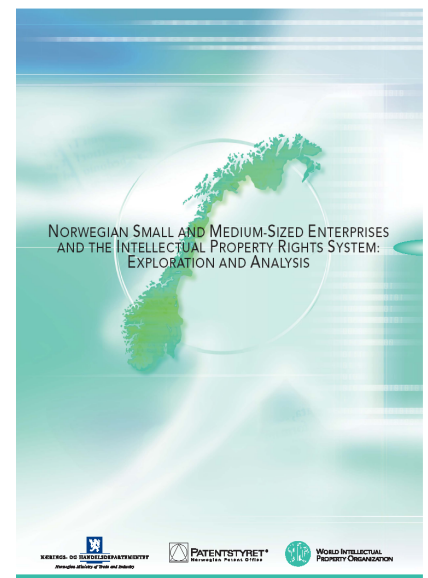
Future Tasks:



4) Research

Aim: Understanding the current IP environment for business and IP use by SMEs

- Norwegian SMEs and the IPR System: Exploration and Analysis
- WIPO Survey of IP Services of European Technology Incubators
- National Studies on IP and SMEs (Bhutan, Mongolia, Nepal, Philippines, Sri Lanka)
- Study on Copyright Industries in Arab Countries

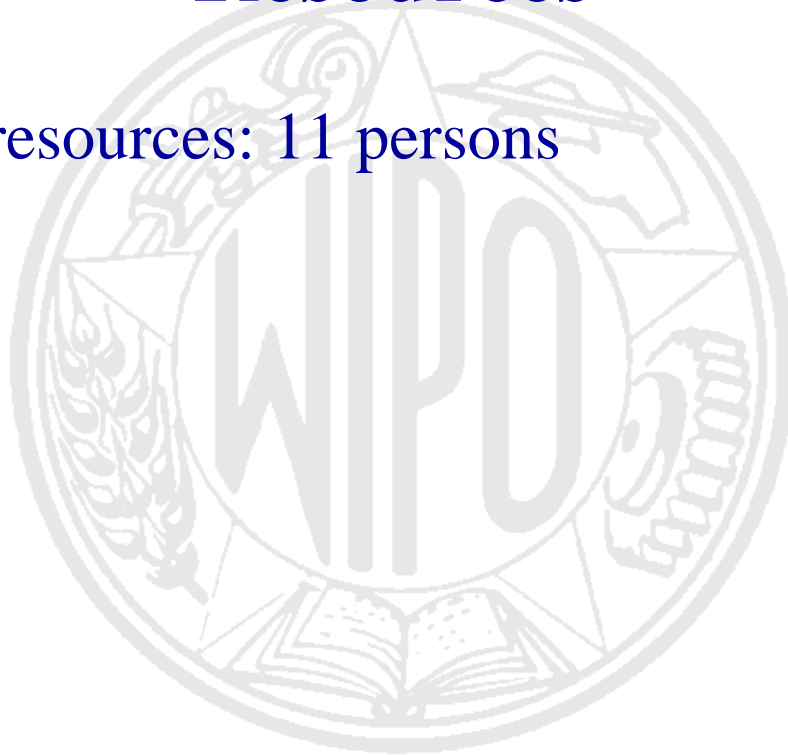


Key Deliverables (2003)

- Web site in 6 languages
- CD-ROM in 6 languages
- Monthly E- Newsletter in 6 languages
- Bi-monthly Articles in WIPO magazine
- Substantive Papers
- Six WIPO Guides in IP for Business Series (+ national customization)
- National Studies on IP and SMEs
- Three Joint WIPO / ITC Guides

Resources

- Human resources: 11 persons



Key Challenges

- Working closely with SME Focal Points and SME Support Institutions
- Benchmarking best practices
- Working in Arabic, Chinese, Russian (e.g. Newsletter)
- Video conferencing
- Bringing new products to market faster
- Making website the key reference on IP for SMEs worldwide
- Information collection and research



Thank You

federico.guicciardini@wipo.int

www.wipo.int

www.wipo.int/sme/en/index.html