

Mika Waris



Outreach and Support Programs for SME's

- the Role of Finnish Patent Office

Competitive factors

- ? **novel product innovations**
- ? **short time from product development to market**
- ? **shared information**



The Future Trends

- ? **applying the accumulated knowledge**
- ? **co-operation between public and private sector**

Mika Waris



Target Groups

Private innovators

Starting companies

SME's

Patent Attorneys

Industry

Universities

Public sector

Intermediates

The Role of FIPO

- ? **comprehensive and effective use of industrial property system**
- ? **dissemination of patent awareness and patent information in various forms**
- ? **diminishing regional inequality**



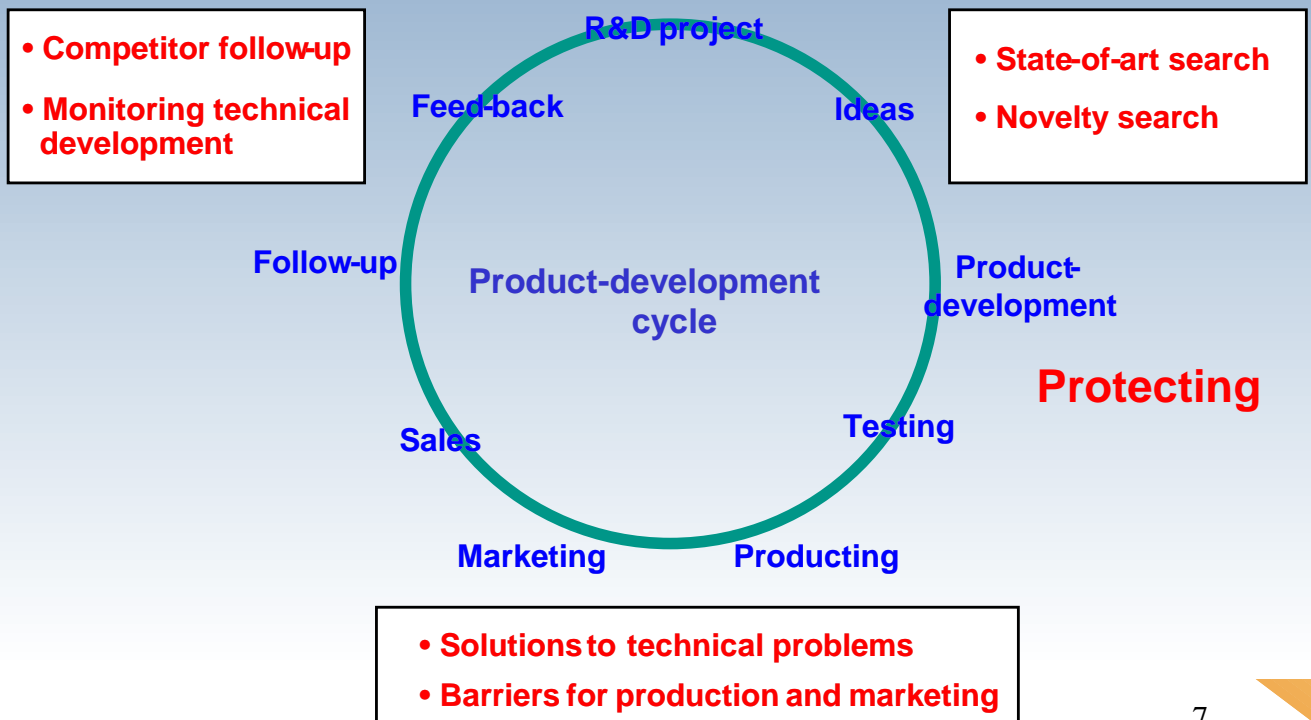
The Strategy of Finnish Patent Office

- ? **understand proper business processes**
- ? **locate company decision makers responsible for those processes**
- ? **talk to customer on regional level so that customer understands**
- ? **find third parties to act as an intermediary**

Mika Waris

The Services Concept

From Idea - to Product - and to Markets



Mika Waris



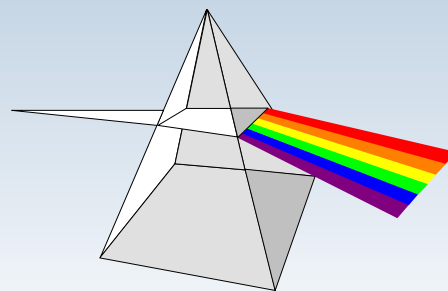
Success Factors

- ? **catch the customer in a proper phase**
- ? **address the message to right decision makers**
- ? **customize the services**
- ? **create means for helping the use**

Mika Waris



30 - 50 % of input in R & D
is redundant



Mika Waris



The Pilot Cases in EEDcenters (video-conferencing)

? **over 60 sessions, real customer cases**

? **results were impressive**

? **in every case several publications**

? **in 45 % of cases complete barrier**



Customer expectations

Customer wants the services to be:

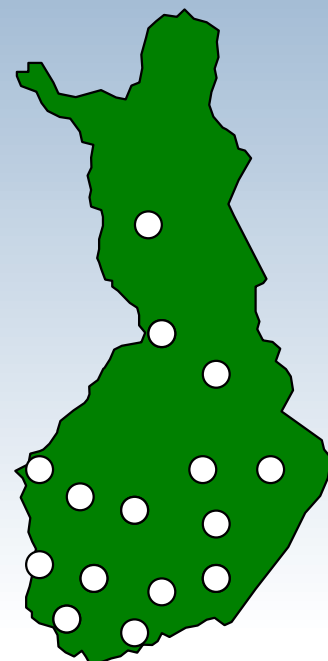
- ? **Attractive**
- ? **Desirable**
- ? **Accessible**
- ? **Usable**

Mika Waris

Employment And Economic Development Centres in Finland (EED-centres)

- | | |
|-------------------|---------------------|
| 1 Helsinki | 10 Jyväskylä |
| 2 Turku | 11 Seinäjoki |
| 3 Pori | 12 Vaasa |
| 4 Lahti | 13 Oulu |
| 5 Tampere | 14 Kajaani |
| 6 Kouvola | 15 Rovaniemi |
| 7 Mikkeli | |
| 8 Kuopio | |
| 9 Joensuu | |

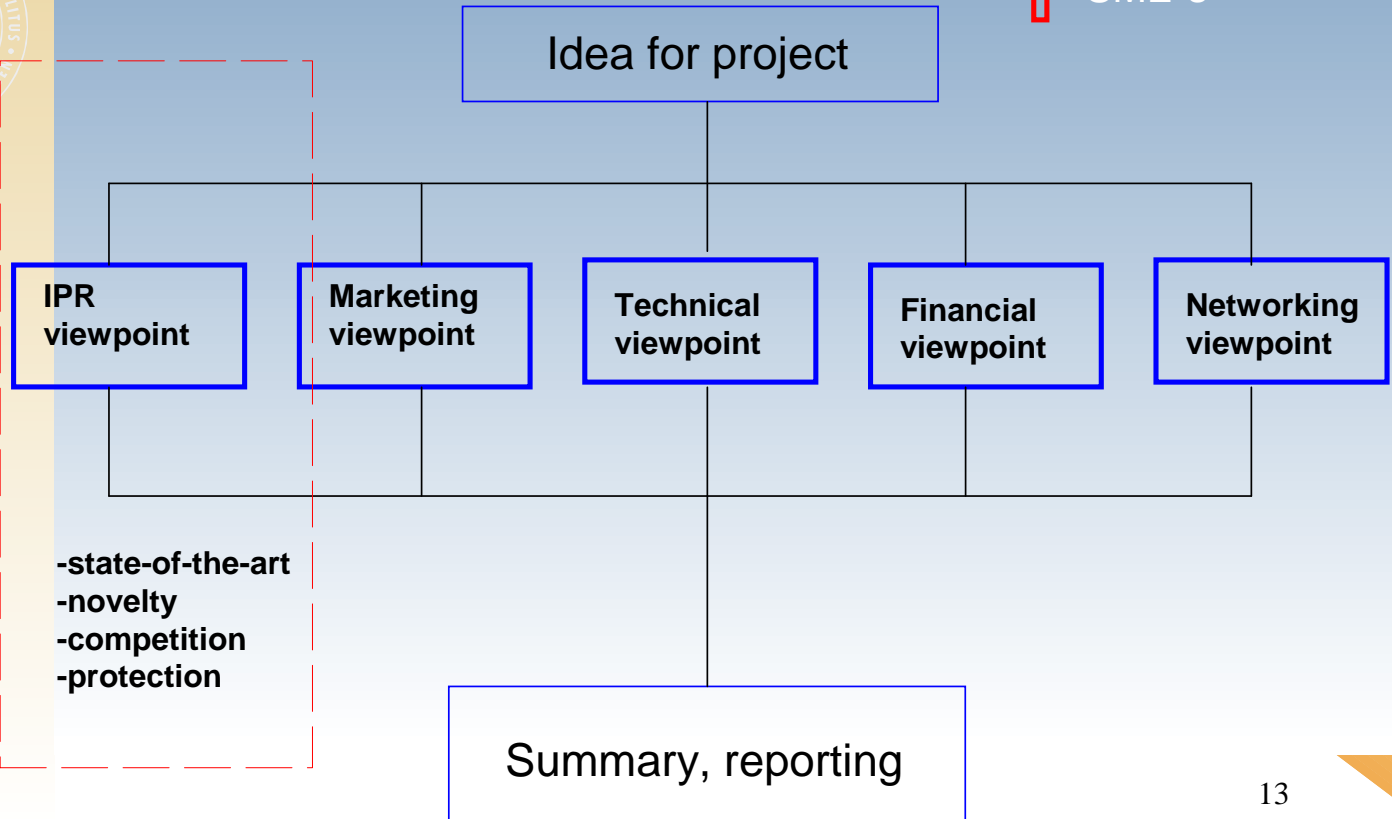
**All of them have a role as
Patent Information Centres**



Mika Waris

ProductStart-service concept

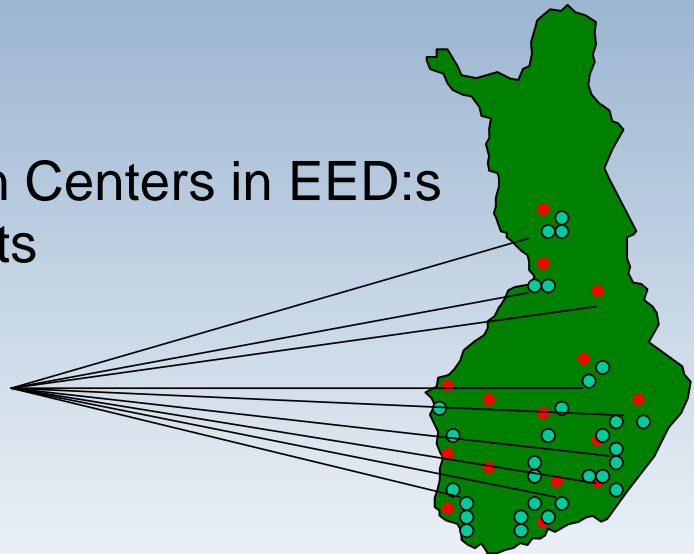
- private innovators
- starting companies
- SME's



Mika Waris

ProductStart Network

Patent Information Centers in EED:s
Private Consultants



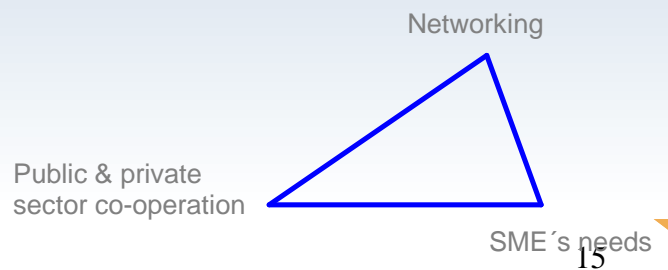
All together more than 100 professionals
acting on regions





The Future

- ? **patent information is a *must* for companies**
- ? **National Patent Offices and Libraries have a *key role* in disseminating patent information**
- ? **service development is *essential***
- ? **networking is a powerful tool**



Outreach and Support Programs for Entrepreneurs and SME's

Finnish Patent Office

Mika Waris



Thank You!

85th Anniversary
of Industrial Property
Protection
in Poland