



Presentation on the Experience of SMEs in the textile sector on Managing IP Assets including the Problem of Counterfeiting in EGYPT.

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History of Textile in Egypt

- Coptic Textiles
 - Survival
 - Painting of weaving



History of Textile in Egypt

- Islamic Textile

- Reliance on
Phaaronic
times

- Importance to
the Islamic
Society



Textile in Egypt today

- Importance of textile to the Egyptian economy
- Export of textile





Textile in Egypt today

- Existing challenges

- Trouble of financing
- Successive loss
- Breaking down of machinery and equipment
- Increase of taxes
- Uptrend of cost production
- Incompetence of sales and marketing
- Great depression



Textile in Egypt today

- Important considerations
 - Tying up Egyptian economy with International organizations
 - Establishing free zones with Arab and Mediterranean countries
 - Activate the role of the COMESA group
 - Reduce custom duties
 - Expand technical training centers
 - Follow-up on standard application for quality check
 - Reducing interest rates on loans
 - Binding measures to create data base

Textile in Egypt today

- Recent impediment
 - the recent increase in the rate for specific duties on the ready-made clothing importation and the possibility of facing WTO-sanctions similar to India and Argentina





Managing IA for SME's in the textile sector

- **Current IP environment**
 - **The new IP law 82/2002 and its executive regulations**
 - **Novel IPR subject matter**



Managing IA for SME's in the textile sector

- The unbundling of the textile companies into spin-offs + The sale of factories to foreign investors + The introduction of new technology = better strategy for the IA I the textile industry.



Managing IA for SME's in the textile sector

- The Novelty of the IAM concept raises serious concerns
- The need to realize untapped value.
- Reliance on common and trusted IAM practices



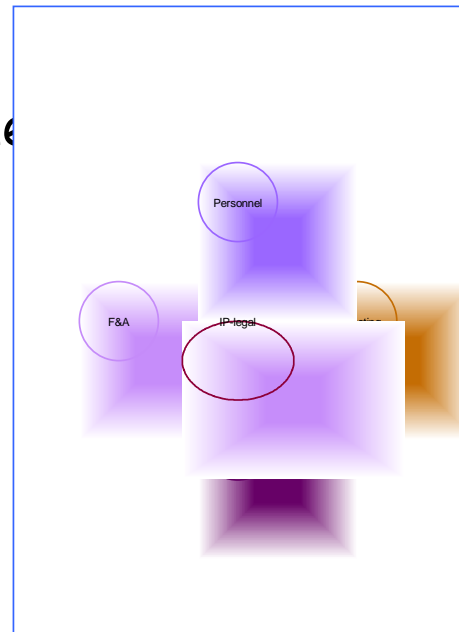
Managing IA for SME's in the textile sector

- IP strategy and Competitive assessment
- The trend is IP strategy
 - Raising IP awareness
 - Linking the strategy to the strategy
 - Filtering opportunities
 - Understanding the Human Capital



Managing IA for SME's in the textile sector

- From creating a company discipline towards implementing IP strategy





Managing IA for SME's in the textile sector

- The common steps for IP-strategy implementation
 - IP inventory
 - Organize and cluster for evaluation;
 - Create an electronic database for management (MS access is sufficient)
 - Create a Physical filing system
 - Conduct a Portfolio screening
 - Deploy Portfolio categorization



Managing IA for SME's in the textile sector

- The 5 Q's
 - What IPR's or technology areas/know-how can be licensed?
 - What can be commercialized?
 - Are the IPR's/technology rights being enforced?
 - What IPR's are about to expire, and create low value and should be disposed of?
 - What are my competitors doing?



Anti-counterfeiting provisions under Egyptian laws

- Patents
- Industrial Designs
- Trademarks



Anti-counterfeiting provisions under Egyptian laws

- Criminal procedures
- Civil procedures
- Unfair competition

Conclusion

- (1) raising of IP awareness
- (2) adequate implementation of the law
- (3) implementing common and trusted IAM practices
- (4) effective enforcement of the law
- (5) coordination between the competent authorities