



Mika Waris

# Business Support Services on Intellectual Property -

National Board of Patents and Registration in Finland

**Mika Waris**

WIPO Eighth Annual Forum On IP and SMEs



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# Presentation

1. The Background
2. The Strategy of Developing  
and Disseminating IP Support Services
3. The Justification (why this approach)



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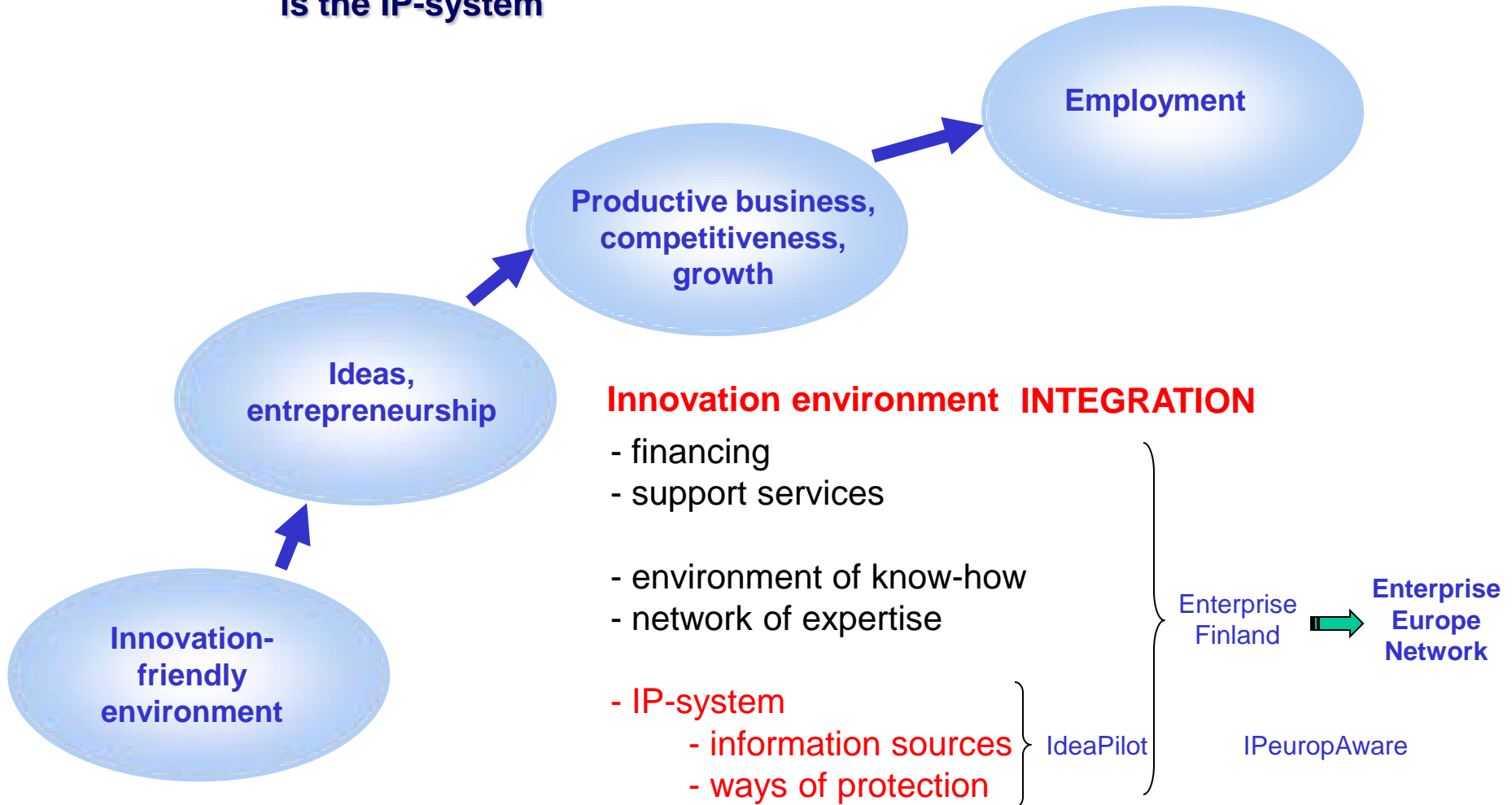
## The Drivers supporting the Furthering of the IP-system:

- The Finnish National Innovation Strategy
- The Finnish National IPR-strategy
- The Emerging Business Paradigm: Open Innovation



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## The essential part of innovation environment is the IP-system





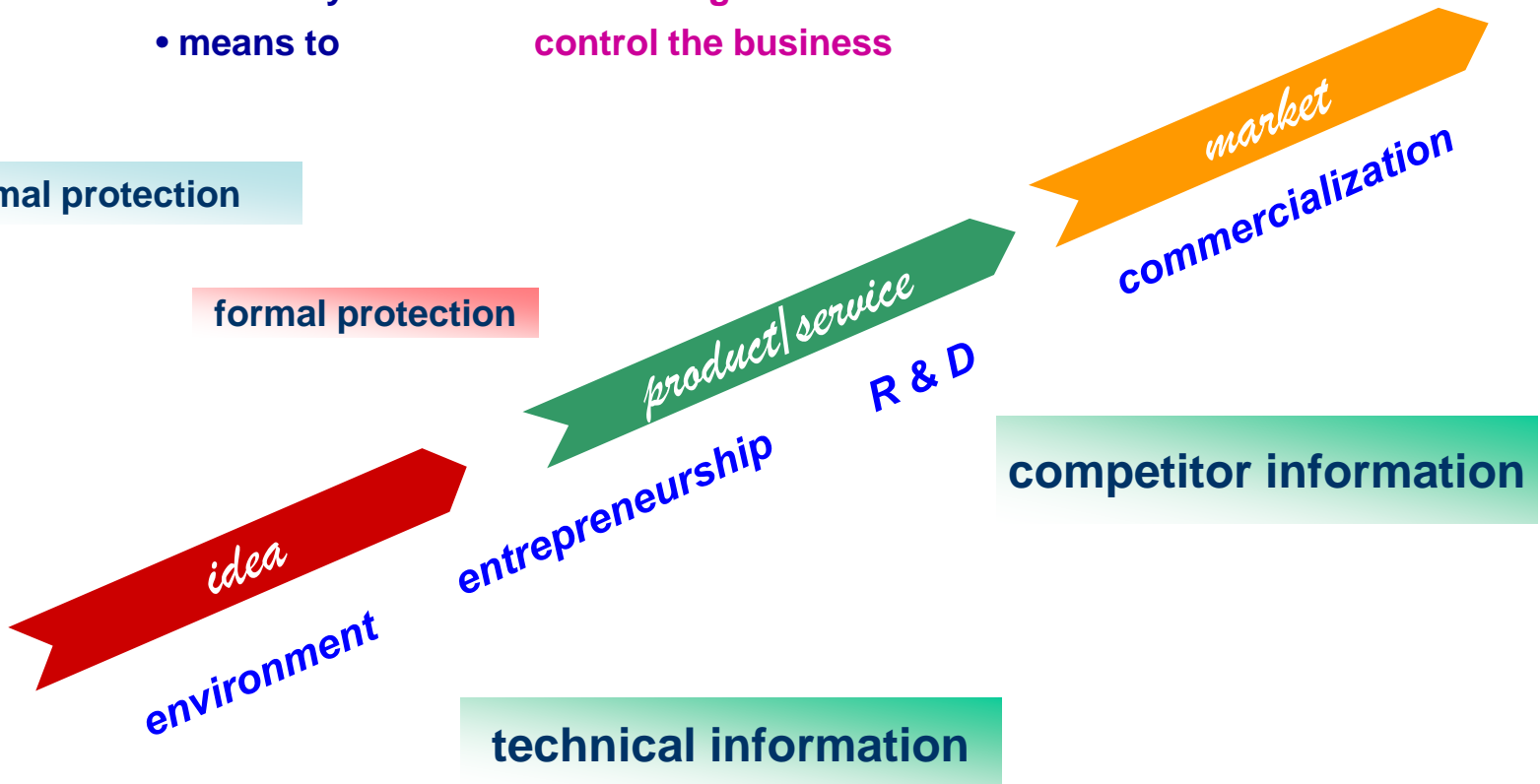
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# IP-system in Innovation Process

- means to empower **marketing**
- tool for **product development**
- necessity for **networking**
- means to **control the business**

informal protection

formal protection





## IP as a Business Tool

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### The strategy of disseminating IP support services

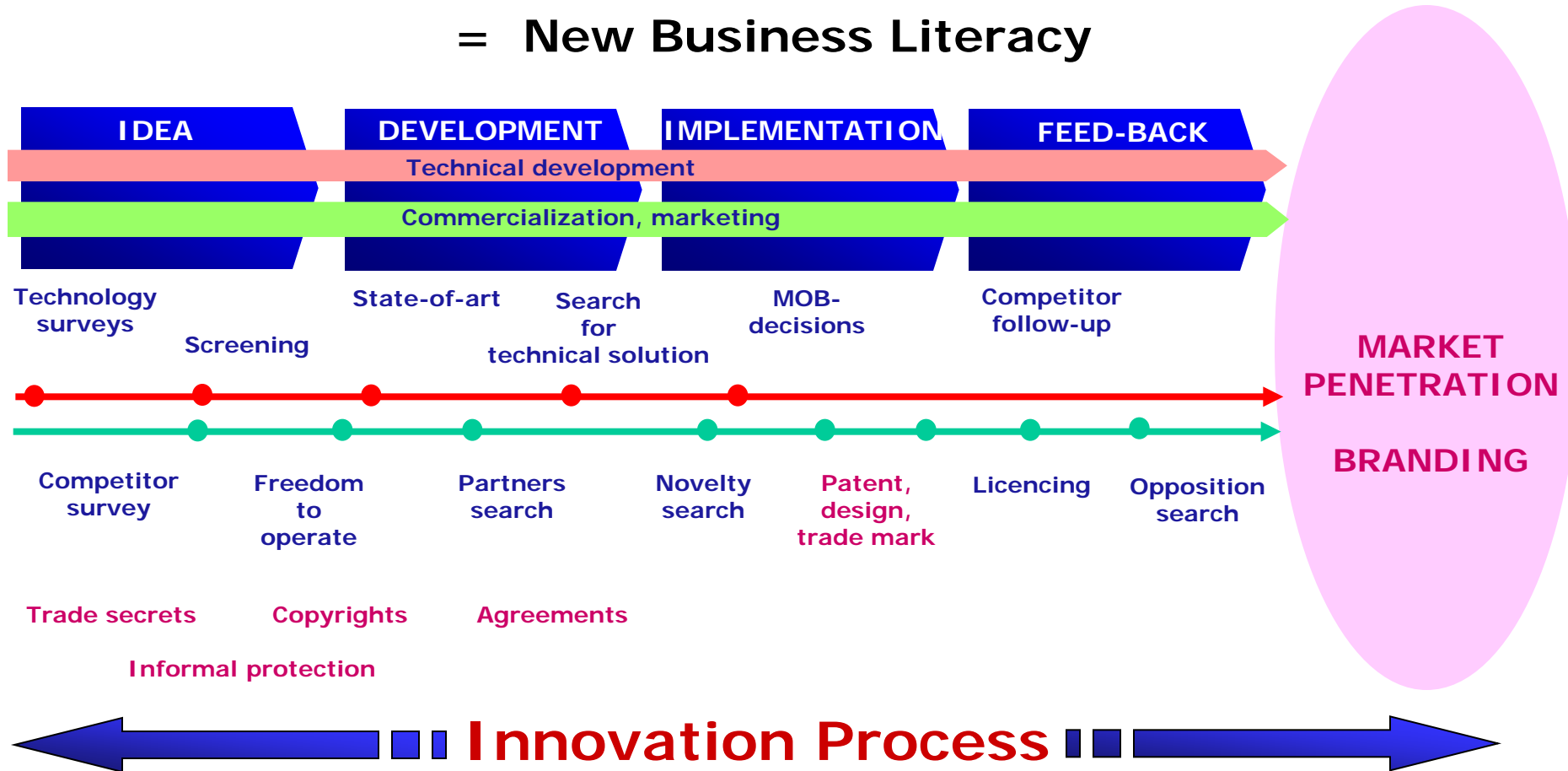
- 1. Embedding IP-matters to everyday business planning for SMEs**
- 2. Integrating IP-services to Public Business Services**



# EMBEDDING IP-MATTERS TO SMEs BUSINESS

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Integration of IP matters in business  
= **New Business Literacy**





# Integration to Public Services

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## Next steps:

- 1. Training programme for Public Business Advisors**
- 2. Creating National IP Search Service Standard (first-look)**
- 3. Integrating IP Search and Advisory Services to Public Business Services**

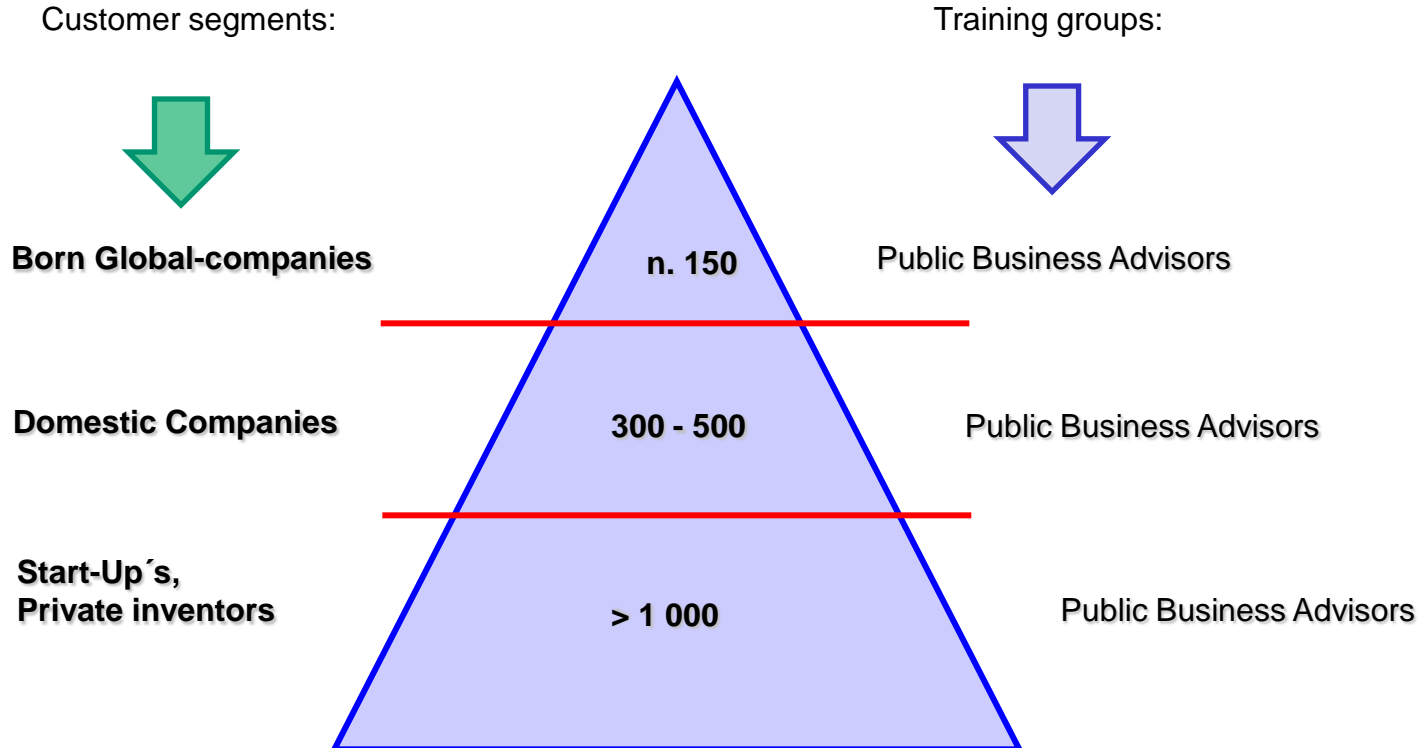




# Integration to Public Services

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## Training Programmes for Public Business Advisors



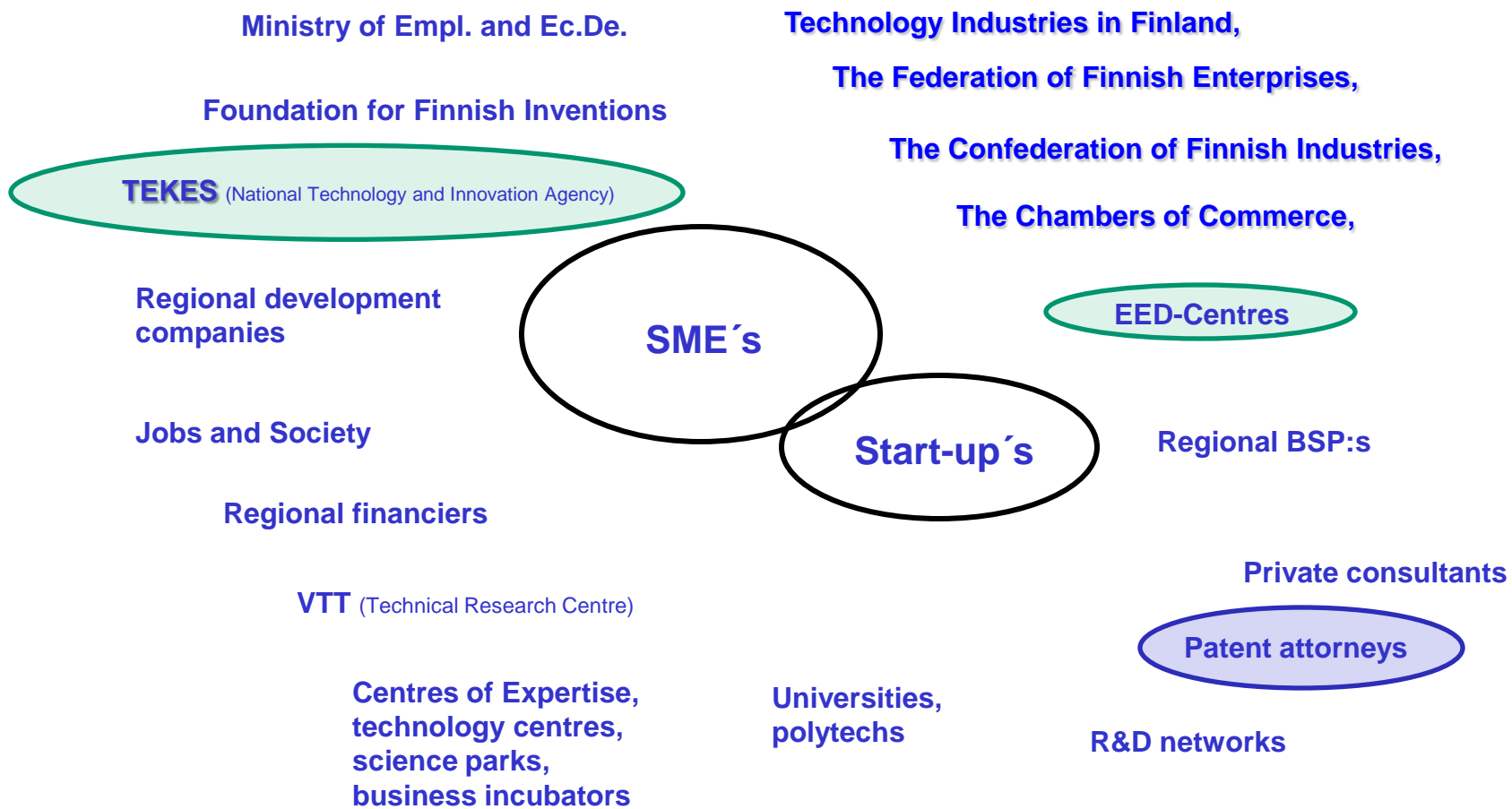
Training programmes based on **customer segment needs**



# Integration to Public Services

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## The National Network for Co-operation



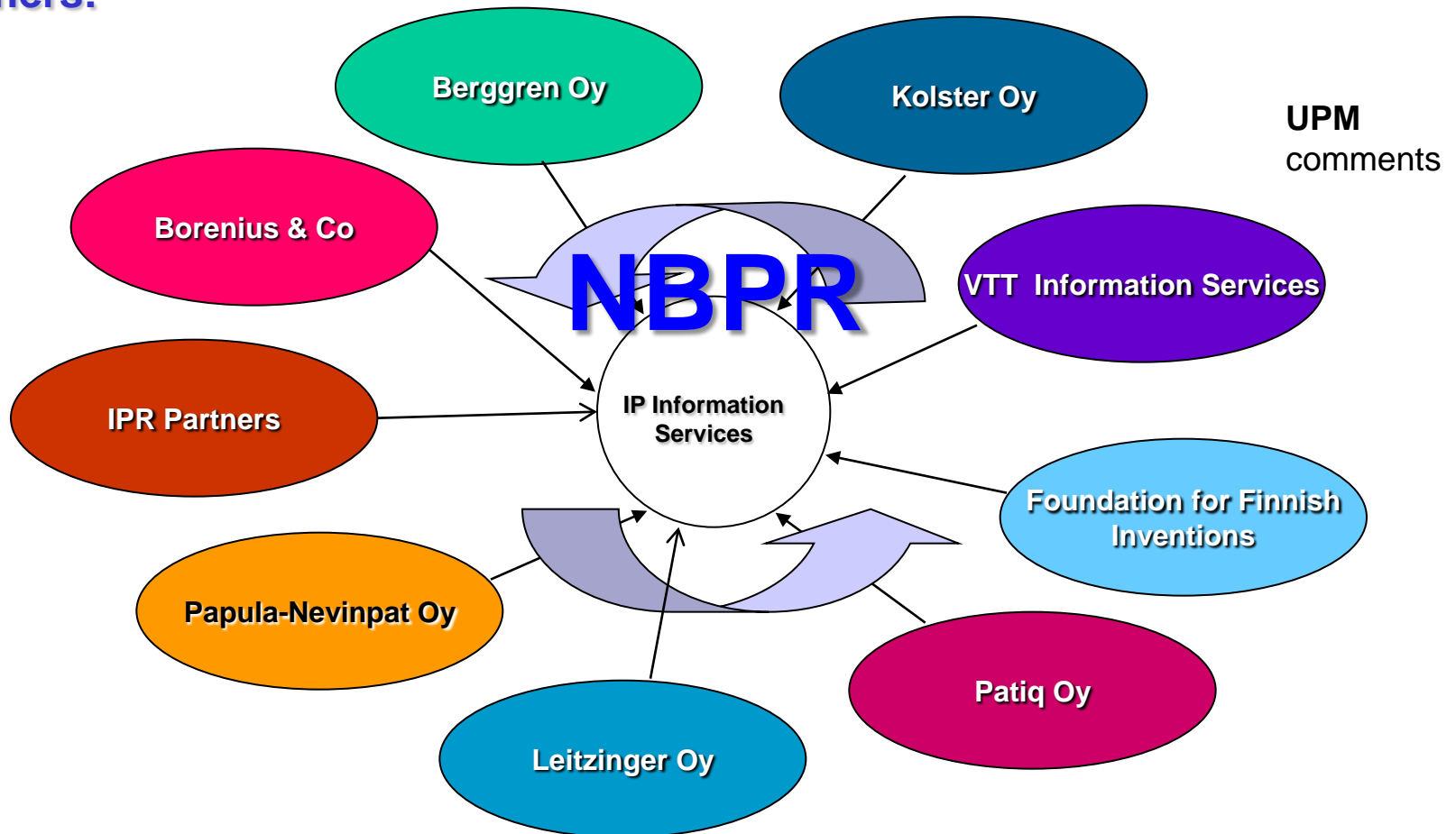


# Integration to Public Services

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## Creating National IP Search Service

### Partners:





# Integration to Public Services

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## Private-public-partnership

**Public Business Service  
sector**

Subsidized business  
services

(**Public** Business Advisors)

**Public data storages**

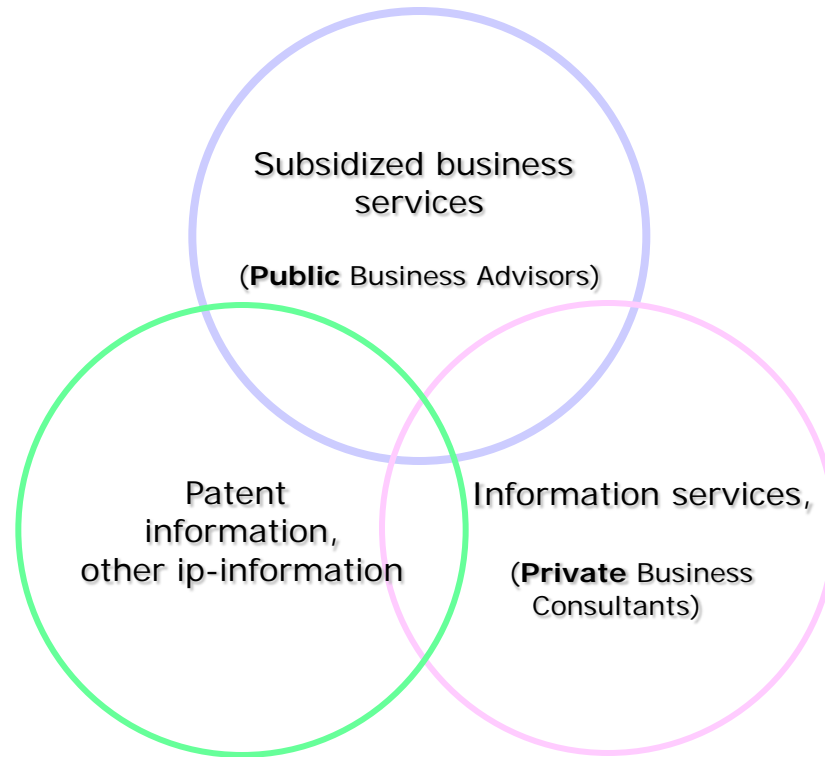
Patent  
information,  
other ip-information

Information services,

(**Private** Business  
Consultants)

**Private Business Service  
Sector**

(based on call for bids)

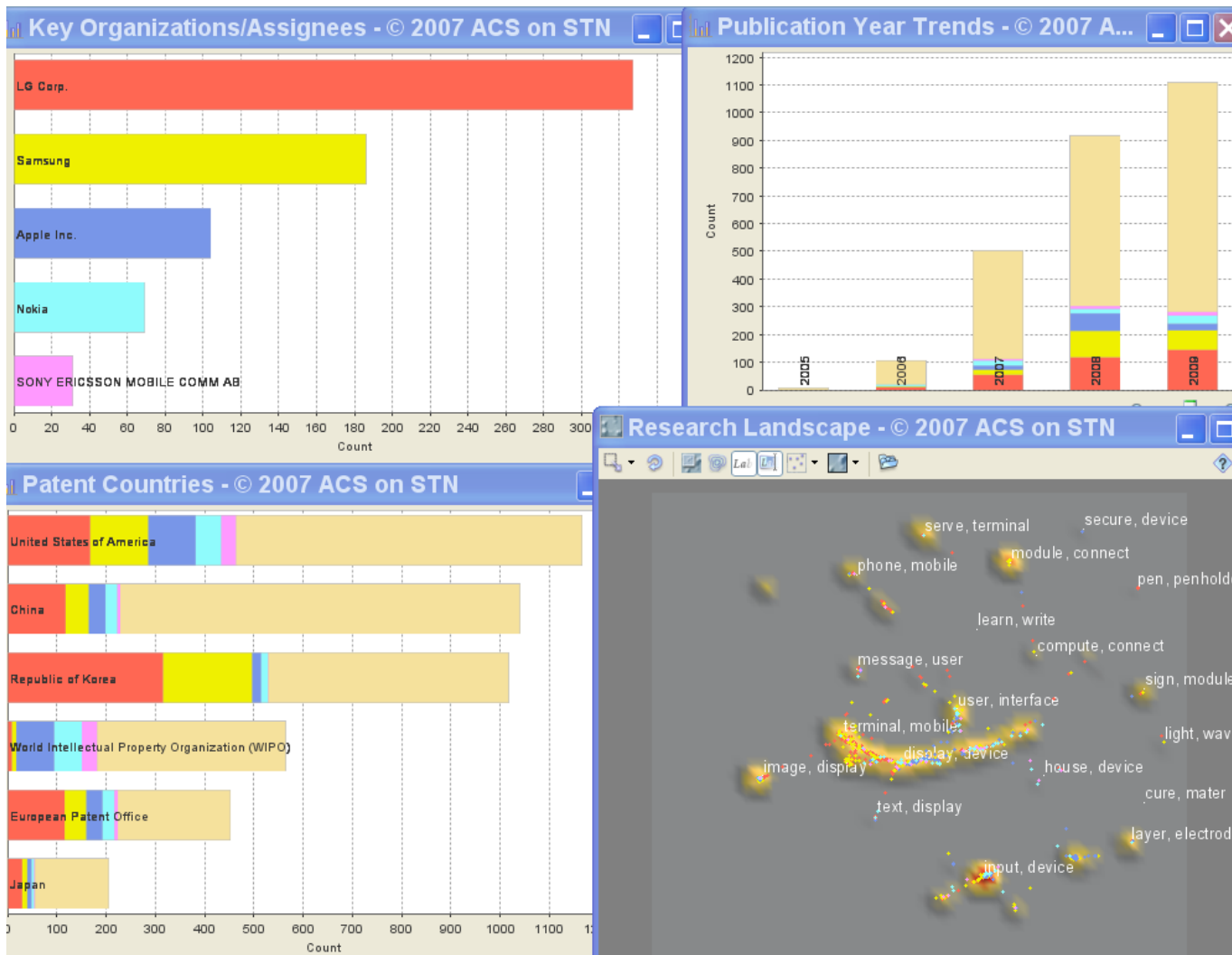




# Integration to Public Services

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New  
Information services  
provided  
by  
Private Sector





# The Justification

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## Domestic patent applications 2000 - 2005

**33 %**

lack of  
novelty

**90 %**

existing  
state-of-the-art

**10 %**

no state-of-the-art,

Incremental inventions

Radical inventions

**Applications**

(About 12 000)

**Granted patents**

(43,7 %)



# The Justification

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## Conclusions

By developing **relevant information services** and service providers and **using them**

- Remarkable improvement is expected to company, branch and macro level performance of industries
- In particular, the improvement of competitiveness of SMEs is expected

(VTT Technical Research Centre of Finland, National Board of Patents and Registration)

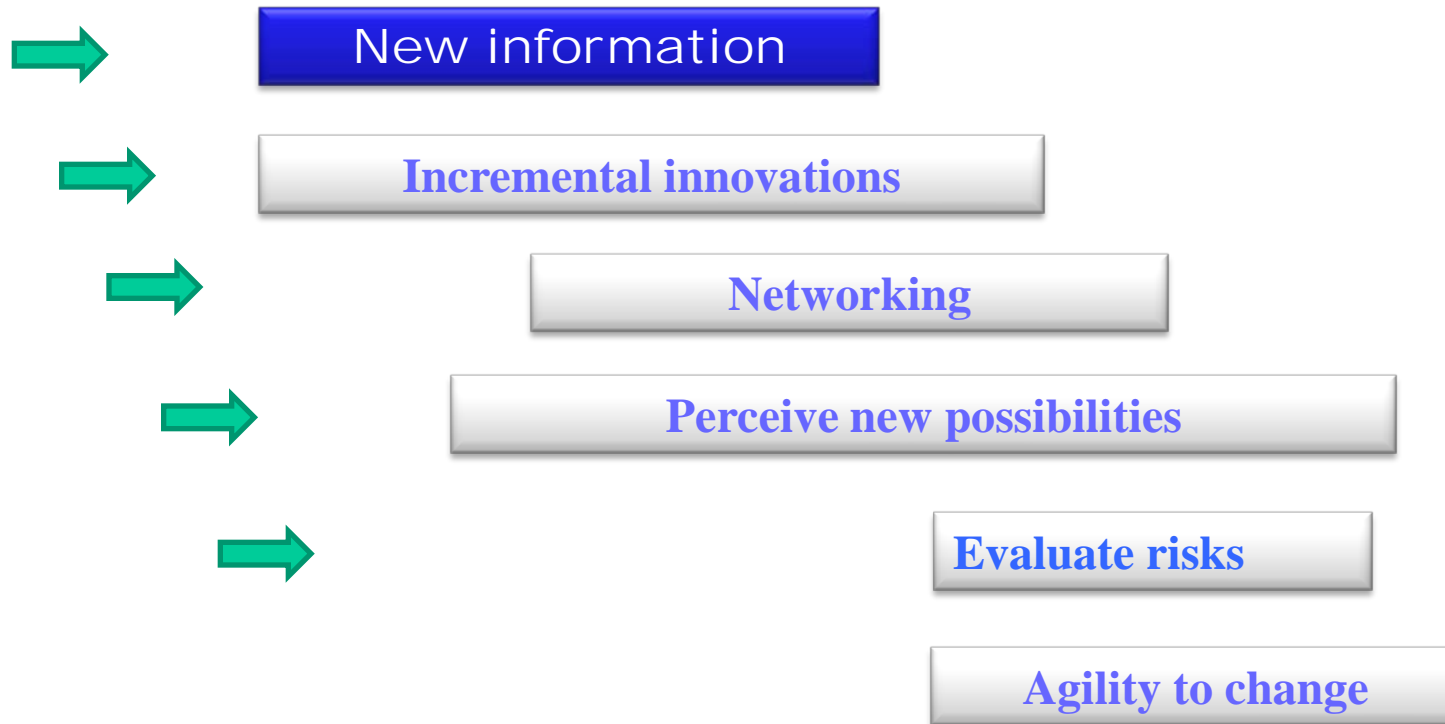


# The Justification

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## SME's success factors in the innovation process ?

(Dr. H. Forsman, Lappeenranta University of Technology, 2009)





## The Justification

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# Closed Innovation vs. Open Innovation

R&D in Finland

**0,7 %**



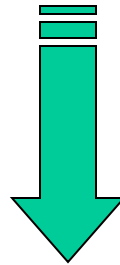
R&D in ROW

**99,3 %**



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# New Business Literacy



# Intellectual Asset Management



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**Thank you!**