



WIPO Brazil Office (WBO)

Geneva
Thursday, September 27
2018

Side-Event at the 2018 WIPO Assemblies

About the WBO

- Established in 2009
- Located in Rio de Janeiro



WBO – Resources

■ Personnel Resources:

- One D2
- One P4
- One NPO
- One G4
- One OCS



Strategic Focus of the WBO

- Provide advice and assistance to the Government of Brazil, on request, to **facilitate Brazil's accession to the Madrid System**;
- Provide services (Service Centre) to users of **WIPO's Global IP Services**, providing information and feedback to questions **in Portuguese**;
- Expand the use of WIPO's Global IP Services in a strategic manner, reaching out to current and potential users, as well as relevant IP authorities, through targeted activities, promoting and **providing tailored information and advice on the use of these services in Portuguese**;
- Facilitate the use of IP for development by organizing and contributing to **activities aimed at enhancing human resource capabilities in the area of IP in Brazil and in other developing countries having cooperation programs with Brazil**;
- Enhance efforts, particularly with respect to the Global IP Services, through **close engagement with government institutions, universities, industry and other stakeholders** which the Office has developed strong ties with; **expand the network of stakeholder contacts** through new partnerships for the promotion of IP

Key Achievements of the WBO

- The Bill of accession to the Madrid Protocol will hopefully be considered by the last committee in the National Congress by the end of the year
- Strengthened cooperation with internal sectors of WIPO
- Promotion of awareness for over 4,050 participants in national and regional seminars

Facilitate Brazil's accession to the Madrid system



2º SEMINÁRIO DE
PROPRIEDADE
INTELLECTUAL

- Regional workshop for Latin American Countries, 2017
- Training to INPI examiners and adaptation of IPAS
- Presentation of the Mexican experience (2 missions)
- Seminar with the National Confederation of Industry
- High level meetings with national authorities
- Presentation in the public hearing at the Brazilian National Parliament on the Brazilian accession to Madrid system

Facilitate Brazil's accession to the Madrid system

- Presentation in the public hearing at the Brazilian National Parliament on the Brazilian accession to Madrid system broadcasted on TV



Cooperation with internal sectors

- Patents and Technology Sector:
 - Seminar for African-Lusophone Countries
- Copyright and Creative Industries Sector:
 - Participation in two national seminars
- Development Sector:
 - Africa Bureau (FIT-France) and LAC Bureau and the Academy
- Brands and Designs Sector:
 - Events for the promotion of the Madrid System

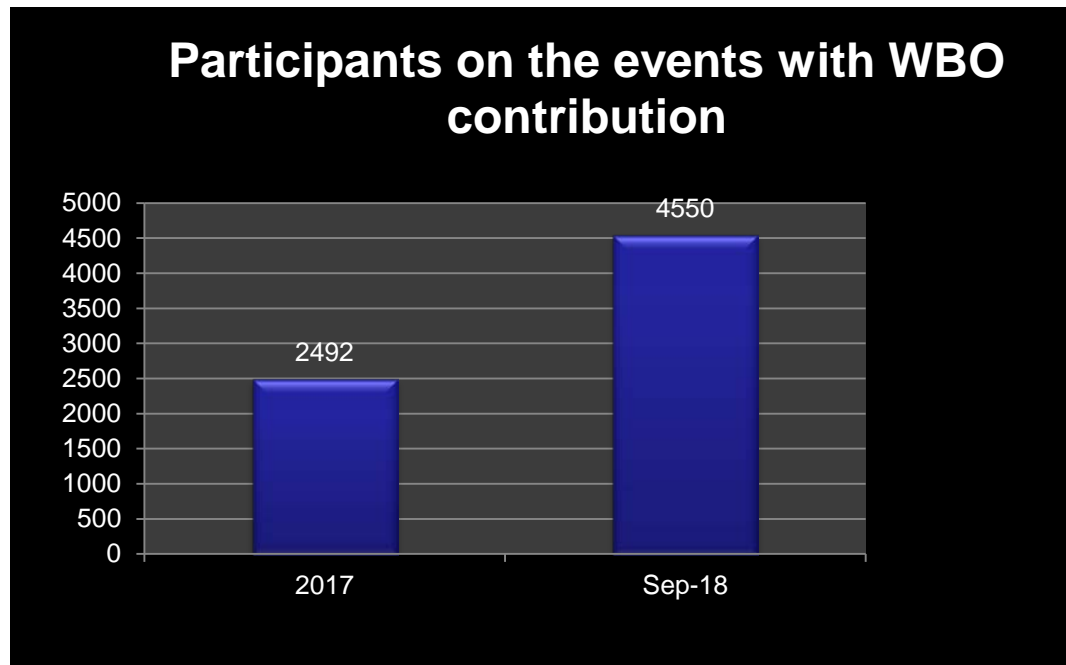
Cooperation with the WIPO Academy

WIPO Academy:

- WIPO Brazil Summer School on IP
- Pilot DL Courses
- participation in WIPO Summer Schools in the region



Promotion of Awareness for over 4,550 participants in national and regional seminars



Outreach and Customer Service

- The WBO responded to 381 emails and 286 phone calls in the reporting period, most of them in relation with the PCT, the DL courses and the WIPO Brazil Summer School on IP.
- Organization and hosting of the first edition in Portuguese of the WIPO Academy Summer School on IP at a very low cost for the organization (less than CHF1,000)

Outreach and Customer Service

- Organization of events on the World IP day reaching out to over 1,271 stakeholders



- Broadcasting of national lectures

- Seminar on IP for 30 national journalists

- Distribution of more than 2,000 WIPO publications and promotion of WIPO online references

The Year Ahead

- Continue Assisting Brazil in accessing to WIPO Services and Treaties
- On going cooperation with internal sectors of WIPO
- Ongoing provision of services to the region and to Portuguese-speaking countries
- Continuing negotiations on the signing of a FIT

Thank you
Obrigado
Gracias
Merci