



# WIPO Office in China (WOC)

Geneva  
Thursday, September 27  
2018

Side-Event at the 2018 WIPO Assemblies

# About the WOC

- Established on July 10, 2014
- Located in Beijing, China



# WOC – Resources

## ■ Personnel Resources:

- D1
- P5
- 3 NODs (2 incumbents, 1 in selection process)
- Intern
- ICS (non-staff)

## ■ Non-Personnel Resources available for Program Implementation

- CHF 108,348

# WOC Strategic Focus I: A responsive communications interface (SG 8)

- Outreaching to regions within China, in particular the Central and Western provinces, and communicate to a broad range of stakeholders about IP and WIPO's role;
- Further strengthening cooperation through joint activities with the Government of China, particularly the IP-related authorities



# WOC Strategic Focus I: Key Achievements

- Relations with IP authorities (CNIPA, NCAC, MOST, MOFCOM, MIIT, etc) consolidated through supporting **17** important visits/events, i.e. High Level Conference on IP for Countries along the Belt and Road (**60** countries represented)
- Cooperation with the SPC contributed to WIPO's new focus of cooperation with judiciary of member states, including Master Class on IP Adjudication in August ( **15** countries)
- Cooperation with **20** provinces/municipalities



# WOC Strategic Focus II: Provision of Premier Global IP Services (SG 2)

- Expanding 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;
- Responding to rising demand for alternative dispute resolution (ADR) services;



# WOC Strategic Focus II: Key Achievement

## ■ Activities

- Organizing **28** seminars, training workshops and roundtables;
- Participating in **29** events, promoting WIPO's services
- Design and print pamphlets on PCT, Madrid, Hague and ADR in local language and style

## ■ Outcome

- PCT: **33,745** (Jan-Aug), growing by 6.8%
- Madrid: **3,571** (Jan-Aug), growing by 81%
- Hague: **87** (Jan-Aug), exceeding 2017 total by 85%
- Requests for cooperation in ADR received from a number of cities



# WOC Strategic Focus III: Balanced Evolution of the International Normative Framework (SG 1)

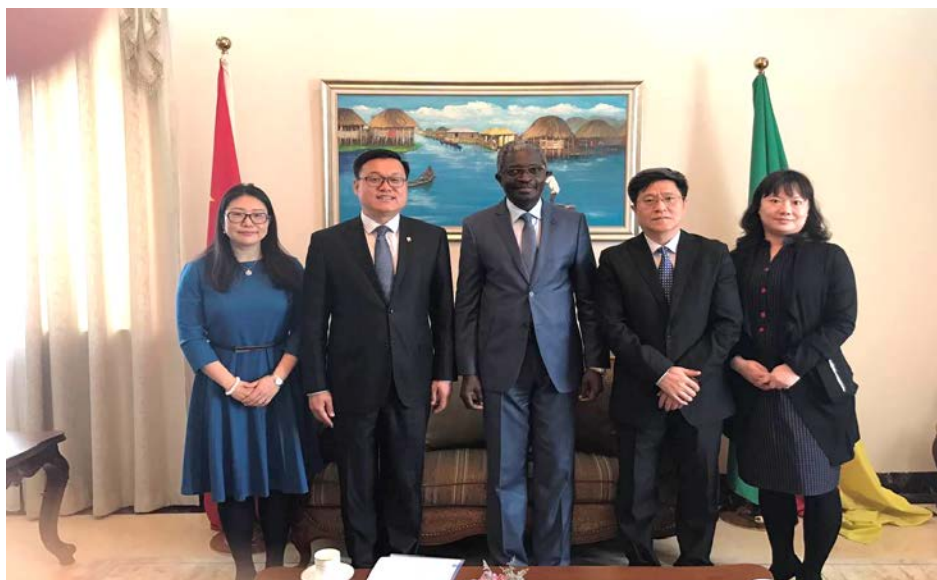
- Facilitating China's accession to the Hague System;
- Promotion of entry into force of the Beijing Treaty, especially through the Beijing channel
- Promotion of China's accession to the Marrakesh Treaty and Singapore Treaty





# WOC Strategic Focus III: Key Achievement

- Commitment of accession to the Hague upon conclusion of revision of the patent law
- Positive feedback from **7** countries regarding ratification of the Beijing Treaty through organizing events and meetings with ambassadors
- Commitment of accession to the Marrakesh Treaty upon conclusion of the Copyright Law revision
- Revision of the Trademark Law started with a view to removing legal barriers to China's membership of the Singapore Treaty



# WOC Strategic Focus IV: Facilitate Use of IP for Development (SG 3)

- Facilitating establishment of TISCs network in China;
- Assisting the CTMO in development and deployment of online filing and e-communication under the Madrid System
- Promotion of data exchange including data translation
- Supporting WIPO Academy's activities in China
- Promoting WIPO Green's membership and cooperation in China



# WOC Strategic Focus IV: Key Achievement

- 7 TISCs will be announced and more candidate institutions will be visited
- Online filing and e-communication started operation in June, 2018
- Graduation of first group of Joint Master Degree students (22) at Tongji University
- 8,150 took Chinese DL Courses (October, 2017-July, 2018)
- Partnership with the Green Technology Bank is under discussion with an agreement to be signed soon



# WOC Strategic Focus V: Outreach & Customer Service

- **277** inquiries handled providing services to users and general information to the public in Chinese.
- Jointly organizing World IP Day activities in cooperation with Chinese IP authorities (national campaign of China IP Publicity Week, High Level Forum attended by Vice Premier)
- Promoting GII, WIPI and WIPR [**5,730** GII media reports (Oct-Jul), accounting 52% of global total]
- WeChat to reach young audience: **5,825** subscribers; **42** stories



# The Year Ahead

- Sustained promotion with ministries and local governments taking into consideration of the on-going restructuring
- Providing support to China's accession to the Hague System
- Further strengthen relationship with IP stakeholders in China
- Continue outreach activities in China
- Achieve more results in technical cooperation such as TISC, WIPO Green, data exchange, etc.



*Thank you for your time.*

