Small and Medium-sized Enterprises (SMEs) and Entrepreneurship Support Division

Study Visit: Intellectual Property Focal Persons of the African Regional Economic Communities and Executive Bodies of the African Union, May 17 – 19, 2016,

Christopher M. Kalanje
Senior Program Officer, SMEs and Entrepreneurship Support Division, WIPO
Introduction

About SMEs

- Africa Development Bank
  - SMEs are the best candidates to achieve inclusive growth in Africa as they contribute significantly to income generation and job creation.

- International Trade Centre (ITC)
  - Globally, SMEs constitute 95% of enterprises, 50% of gross domestic product (GDP) and about 60-70% of total employment

- European Commission
  - SMEs represent 90% of businesses in the European Union (EU)

- European Investment Bank
  - SMEs play a critical role in furthering growth, innovation and prosperity in developing countries
Challenges facing SMEs development include;

- Difficulties in accessing finance
- Policies that are unconducive to SMEs growth
- Non-use or inadequate use of Intellectual Property (IP) system
- Weak SME support structures e.g. weak SMEs support institutions
Introduction contd.

- **WIPO Recognizes**
  - The significant potential that IP has in enhancing the growth and competitiveness of the SME sector.
  - The important role it has to play in promoting the effective exploitation of IP by SMEs
  - The need to encourage policy makers to formulate conducive policies that would enable SMEs to effectively exploit IP system in their business strategies that would enhance their competitiveness and ultimately their growth.
Studies show that most SMEs do not use IP as part of their business strategies. Reasons given include:

- Inadequate IP awareness of potentials of IP in enhancing competitiveness
- Inadequate competence in IP management and integration of IP strategy in business plans
- Belief that IP has high protection cost
- Belief that IP system is complex
- Perception that IP acts as barrier to access to technology
- Absence of appropriate policy framework on IP for SMEs
- Limited interaction between SMEs, universities and research institutes
SESD – How it Works

- IP Strategy
- IP Policy for Universities
- Transfer of Technology
- Small and Medium-sized Enterprises
IP Strategy

Countries

- Must determine their objectives, i.e.
  - where it wants to go; for example promote a particular export; strengthen a particular industrial sector; strengthen enforcement; conform to multilateral or bilateral obligations; strengthen the IP office

- Must determine their current situation, i.e.
  - the current status; existing legal and administrative context, the relevant actors, what are their problems and concerns

- Identify gaps and challenges and suggest solutions.

- Develop strategy document and implementation plan
IP Policies for Universities and Technology Transfer

- IP Policies for Universities
- Technology Transfer
Assist MS to develop Institutional IP Policies and supportive services

- Emphasize the important role of technology transfer and dissemination of research results for the benefit of the society.

- Create a legal certainty that promotes scientific research and a harmonious working relationship between industry and academia.

- Set the framework for the way that an institution intends to deal with the ownership and management of its IP, and with fair sharing of benefits.

- Encourage dissemination of research results for the greatest public benefit.

- Strengthen capacity of using the IP system at the level of universities and research institutions.
Preconditions to Foster IP-based Technology Transfer - Holistic Approach

- No predefined recipe

Institution
Government
TTO/TMU

Market
Factors Facilitating University-Industry Technology Transfer at National Level

- Efficient IP system
- Univ legal status
- Clear ownership policy
- Research competencies (potential ind. applications)
- Skilled human resources
- Research funding
- Firm absorption and innovation capacity
- Support TTOs
- IP education
- Univ-Ind linkages
- Framework spin-offs

WIPO World Intellectual Property Organization
Factors Facilitating University-Industry Technology Transfer at Institutional Level

- Conflicts of interest
- Clear IP Policy
- Criteria Ownership
- Income distribution
- Responsibility for IP administration
- Obligations researchers
- Sponsored research contracts
- Spin-offs
- Incentives
- Culture of awareness + openness to ind.
- Open innovation, research & patentability exemptions, safeguards to protect public interests
Factors Facilitating University-Industry Technology Transfer at the Level of TTOs

- Establishment TTOs / Joint TTOs
- Skills
- Financial support
- Simple & transparent procedures
- Research evaluation
- Patenting decisions
- Licensing
- Marketing university technology
- Platforms
IP Policies for Universities

- **Support Activities**
  - Awareness raising

- **Projects**

- **Tools**
  - Sample Policies, Best Practices, Guidelines, Models
  - Website, information and training materials
  - Models - Model policy for Africa (in preparation)

- **Cooperation**
  - External
  - In-house
Small and Medium-sized Enterprises

- Intervention in regard to IP and SMEs consist of programs and activities on the following four axes:
- Capacity building activities for
  - Policy makers to (a) formulate IP policies conducive for SMEs growth, competitiveness and innovation (b) integrate IP components in national/regional SMEs policies, (c) support the set up appropriate SMEs support institutions and (d) establish the necessary linkages among the SMEs, Universities and research institution;
Small and Medium-sized Enterprises

- **SME support institutions** (chambers of commerce, association of SMEs etc.) to deliver appropriate guidance, support and training programs on IP for SMEs;

- **Strengthening Awareness of SMEs** in understanding, appreciating, importance of protecting IP assets and integrate them in their business plans as tools for growth, competitiveness and success.

- **Assisting relevant SMEs stakeholders** to create enabling environment for making the IP system more accessible, affordable and less complex for the SMEs.
Small and Medium-sized Enterprises

- Promote a more active and effective use of the intellectual property system by SMEs

- Strengthen the capacity of national governments to develop
  - strategies,
  - policies and
  - programs to meet the intellectual property needs of SMEs

- Improve the capacity of relevant public and private institutions, such as business and industry associations, to provide IP-related information and training to SMEs
Small and Medium-sized Enterprises

- Capacity building activities
- International Experts
- IP Panorama – Advanced E-learning tool on IP for Business
- Publications for SMEs for Business series
- Linking Universities/Academia with SMEs/Start-ups
The SESD Team

- Mr. Giovanni Napolitano, Acting Director, giovanni.napolitano@wipo.int
- Mr. Anil Sinha anil.sinha@wipo.int - SMEs
- Ms. Tamara Nanayakkara tamara.nanayakkara@wipo.int – IP Strategy
- Ms. Olga Spasic olga.spasic@wipo.int – Technology Transfer
- Ms. Najmia Rahimi najmia.rahimi@wipo.int - SMEs
- Ms. Lien Verbauwhede lien.verbauwhede@wipo.int – IP Policies for Universities
- Ms. Patricia Simao Sartorius patricia.simao@wipo.int – Technology Transfer
- Mr. Tomasz Liharewski tomasz.liharewski@wipo.int - SMEs
- Ms. Natalia Henczel natalia.henczel@wipo.int – IP Policies for Universities
- Mr. Mohammad Alhabbal mohammad.alhabbal@wipo.int – Technology Transfer
- Ms. Aimee Dunn aimee.dunn@wipo.int – Administrative Assistant
- Ms. Anuradha Madhavan anuradha.madhavan@wipo.int – Administrative Assistant
- Ms. Irina Auriol irina.auriol@wipo.int - Secretary
- Mr. Christopher Kalanje christopher.kalanje@wipo.int - SMEs
Finally

Thank you for your attention
References on SMEs

- SME Competitiveness Outlook: Connect, Compete and Change for Inclusive Growth, International Trade Centre (ITC)- 2015, pg. XIV
- The New SMEs Definition, European Commission