

2	<u>Message from the Director General</u>
4	<u>Highlights in 1999</u>
7	<u>Program and Budget for 2000-2001</u>
10	<u>WIPO's Cooperation for Development Program</u>
16	<u>Cooperation with Countries in Transition</u>
18	<u>Progressive Development of Intellectual Property Laws and Practices</u>
21	<u>Global Protection Systems</u>
25	<u>Electronic Commerce</u>
27	<u>WIPO Arbitration and Mediation Center</u>
28	<u>Information Technology</u>
30	<u>Intellectual Property and Global Issues</u>
31	<u>WIPO and Public Outreach</u>
33	<u>Working with Partners</u>
34	<u>Secretariat</u>
36	<u>WIPO Premises</u>
37	<u>Resources of WIPO</u>
38	<u>WIPO's Income and Expenditure in 1999</u>
39	<u>New Members and New Accessions</u>
40	<u>Member States</u>

MESSAGE FROM THE DIRECTOR GENERAL

The close of 1999 brought a consolidation of the changes initiated at our Organization in the previous year and readied us for the challenges of the new century.

Looking back over the year, I firmly believe that all our stakeholders and partners — the member States, the WIPO secretariat, the private sector, intergovernmental and non-governmental organizations as well as civil society — experienced a growing mutual confidence. We found a renewed sense of purpose, achieved a meeting of minds on our objectives, and together worked to forge a new vision.

As we look into the new century unfolding before us, and all the promise that it holds, my colleagues in the secretariat, the member States and our partners share a profound excitement, optimism, and confidence. We are ready to meet what lies ahead.



The Organization made significant progress in its program of results-based activities, striving in all its work to achieve transparency and accountability, effectiveness and efficiency. I am pleased to report that all the primary goals set out in the 1998-1999 biennium have been met. The member States, meeting in September 1999, reaffirmed their confidence in and commitment to the Organization's new course by approving the program and budget I proposed for the years 2000-2001.

The thrust of our activities in 1999 centered on laying the groundwork for further international action to help ensure that everyone and every country, whether rich or poor, developed or developing, can fully reap the benefits of the knowledge-based economy in the 21st century. Increasingly, the benefits of this new economy are interwoven with a strong — and dynamic — worldwide intellectual property system.

Ours is an age of constant, exponential change; predicting the future is a hazardous occupation at best. Technological frontiers are pushed back daily, and with each new development, barriers to commerce fall away and the conduct of business takes on a new shape. We must be ready to meet these developments head-on. With its

partners, the Organization has identified information technology as the key to mastering these changes for the benefit of all.


Information technology inspired the Organization's groundbreaking, ten-point action plan called the WIPO Digital Agenda, endorsed by the member States in September. A number of the activities outlined in the Agenda chalked up significant progress in the course of the year, including the WIPONET project for a global information network for the intellectual property community, the IMPACT project for the computerization of the PCT operations at WIPO and the WIPO Academy distance learning program. Furthermore, information technology has helped revolutionize the way the secretariat works.

The member States' approval in 1998 of WIPO's first results-based program — including a system of management by objectives — marked a giant step for the Organization. This new business model was followed in 1999 by another unprecedented innovation: the submission to the member States of a program performance report of the Organization's and secretariat's work in 1998. This analysis compared main results achieved against performance indicators, which helped measure and quantify the extent

of the achievements. The principal constraints encountered in carrying out the Organization's program were cited in the report as well. This new approach to doing business was extended throughout 1999 with a gradual devolution of centralized decision-making to program managers, a process which will be accelerated in the new biennium.

To ensure that the course of change at the Organization remains coherent and focused, I presented to the member States in September a Vision and Strategic Direction of WIPO. This document — unanimously endorsed by the member States — is in a sense the millennium manifesto of the Organization, serving at once as the inspiration for WIPO's mission and as the framework for its work program in the years ahead.

Dr. Kamil Idris



● In September member States approved a new results-based program and budget for the biennium 2000-2001. In giving their go-ahead for a work program intended to launch the Organization firmly into the new century, member States also expressed their full satisfaction with the many positive results already brought about by the Director General's innovative changes.

● The budget for the biennium 2000-2001 foresees a total income of about 410 million Swiss francs, a 4.6 percent increase over that for the 1998-1999 period. Total expenditure is expected to reach 409.7 million, an 8 percent rise compared to 1998-1999 expenditure. This balanced budget approach conformed to the wishes of member States.

● The cooperation for development program had a very busy year, benefiting 130 developing countries and more than 10,000 of their nationals. Special emphasis was put on assisting developing countries prepare for the entry into force of their obligations under the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) on January 1, 2000. Assistance was also extended to countries in transition.

● The WIPO Academy launched a worldwide Internet-based, nine-module intellectual property course in July, extending the reach of its training capabilities from the physical into the virtual domain.

- WIPO's overall work in cooperation for development was often carried out in partnership, with some 37 countries and many organizations making contributions in money or kind.

- The WIPO Collection of Laws for Electronic Access (CLEA) became accessible on the Internet in September.

- Member States approved the WIPO Digital Agenda in September. This ten-point plan of action comprises a set of goals and guidelines for the Organization's work in seeking solutions to challenges posed by the impact of the Internet and electronic commerce on intellectual property rights.

- In April, WIPO issued a final report on the findings and recommendations of its international consultations, begun in July 1998, on questions relating to Internet domain names, intellectual property and related dispute-resolution issues. This report led directly to the adoption of the Uniform Dispute Resolution Policy, an international set of rules applicable to top-level domains (.com, .net and .org) and aimed at curbing "cybersquatting" or the abuse of trademarks on the Internet. In December, the first domain name case filed under those Rules was received at the WIPO Arbitration and Mediation Center.

- A new Act of the Hague Agreement for the International Deposit of Industrial Designs was adopted in July at the end of a diplomatic conference held in Geneva. The Hague system offers users from business and industry a more practical and cost-effective way to obtain international protection for their designs.

- Member States agreed that a diplomatic conference would take place in Geneva in May and June 2000 to negotiate and adopt a treaty to be known as the Patent Law Treaty, which would make it easier for inventors around the world to obtain protection for their inventions. Under this treaty, administrative procedures in patent offices would be streamlined and harmonized.

- In September, member States adopted international guidelines for the protection of well-known marks. The guidelines are part of WIPO's policy of speeding up the development of internationally harmonized principles and rules in intellectual property. They are expected to help national administrations and lawmakers in dealing with protection of well-known marks.

- Significant progress was made in international discussions on clarification of issues touching on the question of the protection of

audio-visual performances, databases and the rights of broadcasting organizations. There was sufficient progress on the audio-visual performances issue for member States to decide that a special session of the WIPO General Assembly would meet in April 2000 to consider holding a diplomatic conference to adopt a treaty.

- International patent applications under the Patent Cooperation Treaty (PCT) increased by 10.5 percent over 1998, and reached just over 74,000, equivalent to a notional number of about 5.8 million national applications.

- In December, a major contract was signed by WIPO with an external consortium to launch the ambitious PCT computerization project known as IMPACT (Information Management for the PCT). This is the biggest single information technology project ever undertaken by WIPO.

- International trademark registrations under the Madrid system reached just over 20,000, marginally higher than for 1998. As for international industrial design deposits, they rose 3 percent over 1998 to reach 4,093 in 1999.

- The Policy Advisory Commission (PAC) under the chairmanship of HRH Prince Hassan bin Talal of Jordan

met in April. The distinguished members of the PAC called for a vision of intellectual property that could be transformed into tangible benefits for the individual, particularly in developing countries. The PAC also set up a Task Force which met for the first time in July.

- The Industry Advisory Commission (IAC) met twice. The members, senior representatives from different branches of business, discussed the intellectual property implications of rapid changes in technology and business practices and WIPO's role in those areas.

- WIPO's public outreach program, projecting a new corporate image and telling the story of intellectual property and of WIPO as simply and interestingly as possible, reached worldwide audiences undreamed of before. The WIPO website had 17 million hits, while the combined hits of the other 10 subsidiary sites amounted to an additional 12 million.

- The international jury for the WIPO international architectural competition met twice. It considered over 180 entries submitted by architects from around the world and selected 28 finalists from 18 countries, the winner to be chosen in March 2000. The competition was for a design for the new WIPO office building and conference room adjacent to the Organization's Geneva headquarters.

- Adherences to WIPO's treaties surged, confirming the growing importance of intellectual property issues in government policies and strategies. A total of 68 accessions or ratifications were received. By the end of the year, WIPO had 173 member States. The Paris Convention, Berne Convention and PCT had 157, 142 and 106 contracting parties respectively. Particularly significant were the adherence of Japan to the Madrid Protocol and the United States of America to the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT).



Courtesy: UNICEF/Thailand/Sprague

In September, member States approved, by consensus, the Program and Budget presented by the Director General for the biennium 2000-2001. This was the second time a results-based, achievement-oriented biennium budget had been presented to member States.

This approach — groundbreaking in its focus on strategic objectives, performance, and budgetary accountability — drew praise from member States for its overall balance and transparency. The budget proposal was contained in a document that outlined, program by program, specific objectives, activities, and expected results, with corresponding financial figures for each activity.

Widely publicized within the United Nations system and in international circles, the development and approval of the 2000-2001 Program and Budget significantly enhanced the corporate image of WIPO as a forward-looking, efficient, and transparent organization, accountable to both the member States and the private sector that it serves.

The program proposes a budget for the biennium of 410 million Swiss francs, an increase of 8 percent over the 1998-1999 biennium. Projected income for the same period is around 410 million

Swiss francs, compared to 392 million Swiss francs in the previous biennium. This balanced-budget approach — a key feature sought by member States — means that any surplus for the period is expected to be negligible.

Resources for cooperation for development and the WIPO Academy, benefiting both developing countries and certain European and Asian countries in transition, will increase by 11 percent compared to the previous biennium. Funding for WIPO's activities in the development of intellectual property legal norms will also increase by 11 percent. The Organization's activities concerning the global protection systems — the Patent Cooperation Treaty (PCT), the Madrid system for the international registration of marks, and the Hague system for the international registration of industrial designs — are expected to increase by 10 percent.

While resources devoted to these activities will increase, contributions from member States as well as some of the fees paid by the private sector for registration services will decrease. Contributions by member States to the new budget are 10 percent below the 1999 level, which had already been reduced by 10 percent to below the 1998 level. Member States also approved a proposal to again



Program Performance Evaluation

In 1999 the secretariat provided member States for the first time with a detailed report on the program performance of the Organization and secretariat. This program performance report analyzed the main results achieved during 1998, comparing them with specific performance indicators to help quantify the extent of achievements. This straightforward exercise in "stock-taking", carried out at the mid-point of the 1998-1999 biennium, was critical in identifying not only the Organization's achievements but also constraints that may have delayed progress in some cases. The process, broadly welcomed by member States, helped not only in preparing a realistic and results-oriented program and budget for the 2000-2001 biennium, but also in advancing the trend toward more decentralized decision-making within the secretariat.

lower the fees of the PCT by an average of 13 percent, effective January 1, 2000. The cumulative effect of this measure — including two earlier PCT fee reductions in 1998 and 1999 — means a 29 percent reduction over three years in the cost for an applicant using the PCT.

These reductions are a recognition of the Organization's improved efficiency and financial

situation. Unlike other specialized agencies of the United Nations, WIPO is mostly self-financed, expecting to generate some 90 percent of its income in 2000-2001 from international registration and other services it renders to the private sector.

The 2000-2001 Program and Budget was the result of an extensive preparation process that included thorough internal evaluation and assessment, as well as a series of informal consultations with member States. Informal exchanges of views with relevant market sector interest groups also took place, helping to ensure a transparent, broad-based and sharply focused plan for the biennium.



Policy Advisory Commission (PAC)

The PAC advises the Director General on international policy issues concerning intellectual property aimed at social progress, wealth creation and cultural development.

The body is composed of over 20 eminent individuals from the world of politics, diplomacy, law and public administration, with HRH Prince Hassan bin Talal of Jordan as the current chairman. Other members who met at the inaugural meeting in April included the late Julius Nyerere, former President of the United Republic of Tanzania, Fidel Ramos, former President of the Philippines, Song Jian, Vice-Chairman of the China People's Political Consultative Conference, Lakshman Kadirgamar, Minister for Foreign Affairs of Sri Lanka, Kamla Persad-Bissessar, then Minister for Legal Affairs of Trinidad and Tobago, and Hisamitsu Arai, Vice-Minister for International Affairs, Japan's Ministry of International Trade and Industry.

The meeting in April focused on the need to depoliticize the debate on intellectual property and focus on its value as a tool for economic, social and cultural development. Members also talked about the impact of globalization, the importance of integrating all interested parties, including civil society into the debate, new means of releasing the creative potential of all peoples, and the need for public awareness campaigns, especially among the young.

Further, a task force was established to, among other matters, draft a World Intellectual Property Declaration which would consist of a clear and simple statement on the value of intellectual property to all peoples of the world.

In December, WIPO published a study written by a member of the PAC, Mr. Arai, called "Intellectual Property Policies for the 21st Century: The Japanese Experience in Wealth Creation." The book is the first of a series of studies conceived by the PAC.





Industry Advisory Commission (IAC)

The IAC is an advisory body to the Director General which is composed of more than 20 senior representatives of industry and commerce whose business is closely linked to intellectual property issues.

ing countries benefit from intellectual property. In particular, the IAC exchanged views on the importance of WIPO's efforts at demystifying intellectual property in its public awareness campaigns. It supported the selective use of well-known personalities as



The membership includes senior corporate officers and other professionals from such diverse sectors as book and music publishing, pharmaceuticals, law, phonogram production, information technology, telecommunications, investment promotion, entertainment and film.

At their inaugural meeting in February and at the second meeting in September, the members discussed *inter alia* the impact of electronic commerce, the cost of obtaining patent protection, and the challenges in helping develop-

spokespersons in conveying key messages to the public.

Regarding the Internet domain name issue, at its September meeting, the IAC advised WIPO to continue its global leadership with its member States in building worldwide understanding of the benefits of a balanced approach in respecting the rights and obligations of domain name holders on the one hand and intellectual property owners and users on the other. It also made suggestions on issues such as biotechnology, which will be discussed at future meetings.



The overriding focus of WIPO's work in 1999 was assisting developing countries prepare for implementation of their obligations, from January 1, 2000, under the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS), which is administered by the World Trade Organization (WTO). In essence, the work entailed helping countries bring their national laws and administrative and enforcement structures in line with their TRIPS obligations. Although the deadline for least-developed countries (a special group of developing countries) is January 1, 2006, they also received such assistance. In all, a total of 129 developing countries (including the least-developed countries) benefited from WIPO's assistance.

Legislation

For countries in the developing regions of Africa, Latin America and the Caribbean, and Asia and the Pacific, and for Arab countries, the first priority was the preparation of new or modernized laws on the protection of intellectual property in compliance with obligations under the TRIPS Agreement. In 1999, WIPO prepared 61 draft laws for 33 developing countries and regional organizations and provided written comments on another 66 draft laws received from 31 countries or secretariats of regional organizations. In addition to the advice provided in writing, 52 meetings were held with officials of 37 countries either in Geneva or in the capitals. Further information on legislative advice rendered in the period from January 1, 1996 to December 31, 1999, is provided in the section on cooperation with the WTO.

Institution-building

A principal aim of WIPO's cooperation for development program is helping developing countries create and maintain lasting institutions, which would in due course operate independently and effectively and bring long-term benefits to their respective economies. The best approach in this area is through country-specific action plans, known as Nationally Focused Action Plans (NFAP). An NFAP is established jointly between the individual governments and WIPO and is aimed at helping the authorities reach a significantly higher level of efficient management and use of the national intellectual property system. To achieve this, the plan identifies and takes action on the authorities' immediate priorities for improvements to the system. By the end of 1999, a total of 69 such plans were being implemented, 13 of them started during the year.

In this context, to sustain a constant dialogue between national administrators, policy-makers and international experts, a total of 205 missions by WIPO staff members and consultants were organized. In addition, 55 study visits for intellectual property administrators took place, permitting the visitors to observe and learn from

the experiences of other countries. Computer equipment was furnished to 33 countries.

In 1999 a new division was set up to ensure that the collective management of copyright and related rights makes a full contribution to the economic and social development of countries, and offers tangible, immediate and long-term benefits to creators. To pursue this goal, WIPO cooperated actively with the governments of developing countries in the establishment or strengthening and modernizing of collective management organizations.

Several national and regional projects aiming at capacity building in the area of collective management were introduced, ranging from software development, legal advice and guidelines on model statutes to human resources development. In parallel, the evolution of the digital environment and its impact on collective management systems was monitored closely in order to meet the challenges posed and to ensure that copyright protection would not be adversely affected by those changes. In addition, increased emphasis was placed on cooperation with specialized non-governmental organizations playing a crucial role in this field.

Awareness-building

Besides formal training organized under the aegis of the WIPO Worldwide Academy, many regional and national symposia and meetings were held to create a greater awareness of the role of intellectual property. The events brought together government policy-makers and administrators, businessmen, members of the judiciary, law-enforcement officers, lawyers, researchers, creators, academics and members of the public. Together, they listened to experts and had discussions on topical issues relating to intellectual property. Such gatherings brought together some 13,000 persons throughout the year.

The spreading realization that intellectual property is at the heart of the knowledge-based economy (the "new economy"), coupled with the growing use of the Internet in commerce and continuing advances in information technology has ignited worldwide interest in the value of intellectual property and its protection. Responding to this, WIPO's awareness-building events in 1999 highlighted the use and practical application of intellectual property, particularly as a strategic tool for enterprises to become more competitive, increase market share, develop special niches and form strategic alliances with each other. Very often, small and medium enterprises were targeted in WIPO's outreach efforts.



Intellectual Property: An Inexhaustible Resource

Beyond the specific aim of preparing for implementation of the TRIPS Agreement, WIPO's assistance program highlighted the unique feature of intellectual property as a key natural resource that is inexhaustible, unlike such traditional resources as land, labor and minerals. WIPO worked to convince national leaders, policy-makers and managers to foster creativity and innovation in the labor force, protect the results of such efforts, and disseminate and use those results for wealth creation and social and cultural well-being. For the developing countries themselves, the challenge is to unleash the creative and innovative potential among the population and to promote productive entrepreneurship.

To highlight the practical advantages of having access to and using intellectual property information, WIPO in 1999 continued

to provide free patent information services to developing countries, with the support of the patent offices of a number of industrialized countries. The services include the provision of 1,330 patent search reports and information on state-of-the-art technology as well as copies of 5,600 patent documents.

Turning the spotlight on promoting a broader business use of the intellectual property system by small and medium enterprises, research organizations and inventors, the Division for Infrastructure Services and Innovation Promotion was established within the secretariat. During the year, preliminary work was done aimed at establishing innovation support services in several developing countries. Such services would complement the national infrastructure for the support of inventive and innovative activities and contribute to a more active use and sound management of intellectual property rights.

Specific encouragement for inventors is provided under WIPO's Gold Medal Awards scheme for inventors, initiated in 1979. Noteworthy in 1999 was the award of the OAU-WIPO Invention Awards to inventors from Egypt (Best African Inventor) and Mauritius (Best African Young Inventor).

WIPO Worldwide Academy

The WIPO Worldwide Academy is the specialized arm of the cooperation for development program wholly dedicated to enhancing and empowering human resources in the intellectual property field. The beneficiaries of the Academy's work are men and women in all parts of the developing world, particularly those working in intellectual property offices, academic institutions and research organizations.

A prime means of penetrating all regions was the use of the Internet and digital multimedia technology, especially by the Academy's distance learning program, in many ways its pioneering and flagship project.

An Internet-based, nine-module course on intellectual property in English, French and Spanish was successfully launched by the end of 1999, with a total of some 480 registered students in the three languages. A total of 11 tutors were engaged to supervise the coursework of the participants, with all interaction taking place in cyberspace. The feedback received was overwhelmingly positive.



Courtesy: UNICEF/Nepal/Noorani

Two guide books as teaching instruments for measuring accuracy and the impact of course development and delivery were published. A range of information products was created to raise the profile of the Academy, including publication of the first issue of the Academy Review, a periodical giving views and feature stories of interest to intellectual property teachers and students. At the same time the Academy's CD-ROM, which covers the essential elements of intellectual property, was issued in a new edition.

To consolidate the foundations of the Academy, cooperation agreements were concluded with a number of universities for the

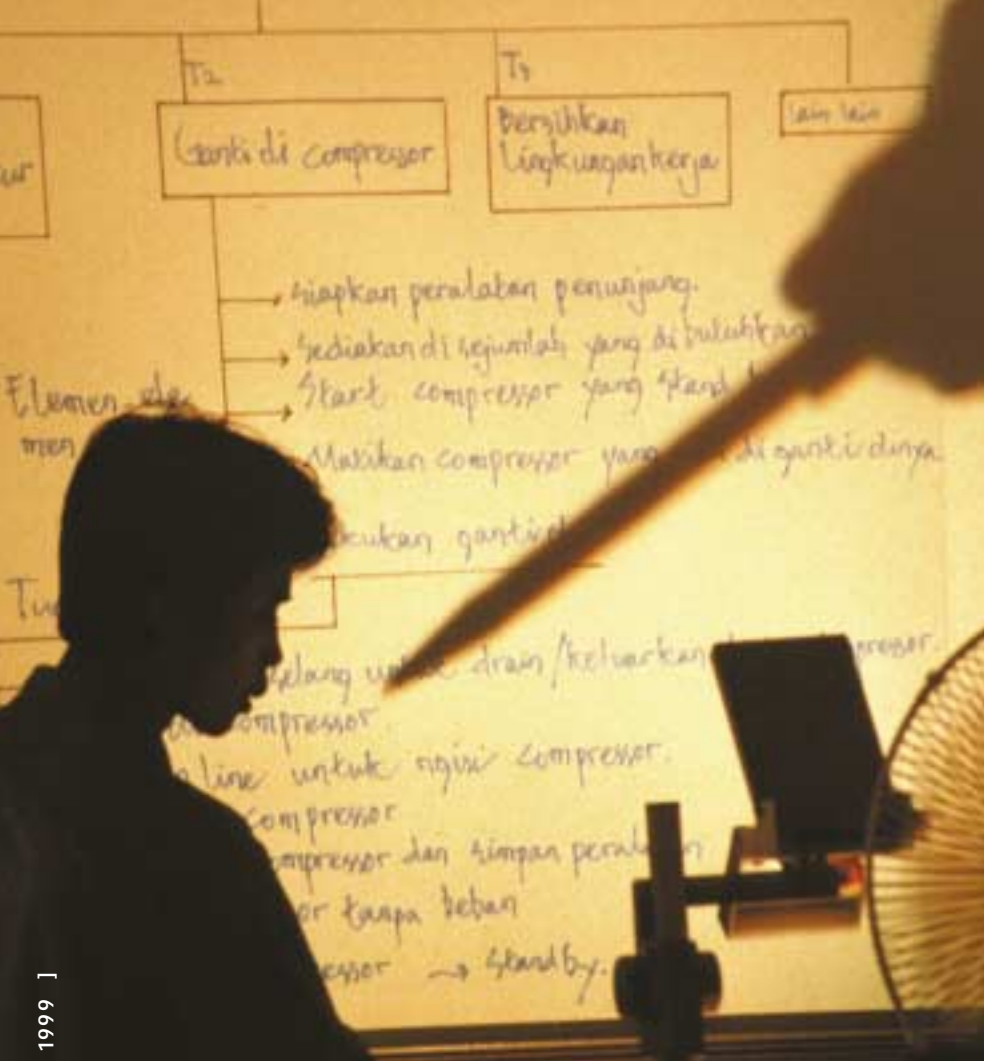
participation of their students in the Academy's online courses and the inclusion of those courses in their academic curricula, as credit courses.

Today's Academy developed from special two-week training sessions first organized in the early 1990s for senior managers and policy advisers in the governments of WIPO's member States. This activity remains a key feature of the Academy's work, with three sessions taking place in 1999. A special workshop for women managers in the intellectual property world was held for Latin American countries. Diplomats and university professors (trainers) also benefited from seminars organized to meet their specific needs.

Through its international cooperative network, the Academy placed 40 men and women with WIPO fellowships in academic institutions of higher learning around the world, in both developing and developed countries. Furthermore, 34 young people attended study internships at WIPO in 1998 and 1999.

Signaling its fully operational capacity, the Academy moved to new premises during the year, with a complement of training rooms equipped with teaching and learning materials and interpretation booths, being put in place by early 2000.

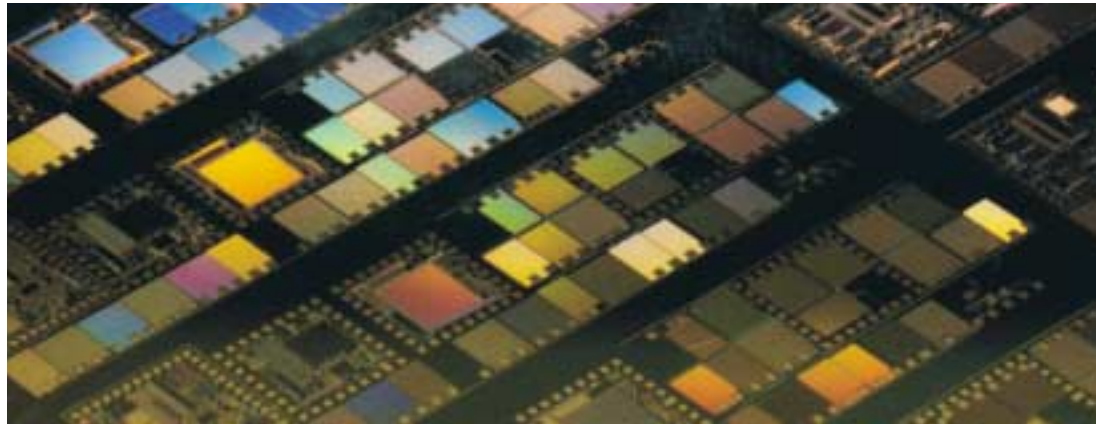




Least-Developed Countries (LDCs)

The relative weakness of the intellectual property system in least-developed countries (LDCs) impedes their ability to compete effectively in the market for innovation. This weakness covers both the public and private sectors and involves a lack of managerial and technical capacity, deficiencies in the public administrative and legal systems, as well as in physical and equipment infrastructure.

The Least-Developed Countries Unit of WIPO, in cooperation with the rest of the secretariat, created a set of focused activities that addresses those problems, with the aim of integrating LDCs in the global process of intellectual property development. The main focus was on preparations for the implementation of the TRIPS Agreement, technology transfer, innovation policy and collective management of copyright and related rights. Close attention was also paid to the preparation



and enactment of laws, rules and regulations governing intellectual property in LDCs with regard to copyright and related rights, geographical indications, competition and plant varieties, as well as consideration of the protection of traditional knowledge. The national needs of 38 LDCs were supported through individual Nationally Focused Action Plans (NFAPs) determined jointly by WIPO and each government. Almost 1,900 LDC nationals received training in 1998 and 1999.

The key role of leadership at the policy and strategy level in the transformation of the intellectual property system in LDCs was highlighted with the holding of a High-Level Roundtable on Intellectual Property for LDCs in Geneva, with the participation of government ministers, leaders of international organizations and eminent international experts.

The assistance program throughout the year to the countries in Central Asia, Central and Eastern Europe and the Baltic region concentrated on the pressing matter of implementation of the TRIPS Agreement. For those countries that would become bound by the Agreement on January 1, 2000, legal advice given to 19 countries led to compliance of many national laws with relevant international standards and trends, including the TRIPS Agreement itself. An upsurge of adherence (56) to WIPO's treaties in the year meant enhanced international harmonization of legal and administrative approaches and standards.

Besides seminars dealing with the legal and administrative aspects of that Agreement, an informal high-level regional consultative meeting was held in Geneva. Enforcement issues were also given attention.

About 460 people received training on enforcement, particularly border measures. Assistance in enhancing the skills of managers and staff in the modernization of intellectual property offices was provided primarily under special WIPO country projects. Each such project is jointly developed and implemented by WIPO and the government authorities of the country concerned.

Progress was achieved in promoting the use of intellectual property in the countries in transition. Over the year, WIPO held 11 awareness-building events with about 1,200 participants from 20 countries. Above all, those meetings enabled participants, coming from both the government and private sectors, to recognize the value of intellectual property in key areas of economic activity and cultural growth.

WIPO-WTO Cooperation

The World Trade Organization (WTO) continues to be one of WIPO's primary institutional partners. That partnership aims at using the respective expertise, experience and resources of the two organizations in serving the demands and needs of their members.

In 1999, WIPO accelerated its support to developing countries which would have to meet their TRIPS Agreement obligations from January 1, 2000 onwards. Over the four-year period from the entry into force of the WIPO-WTO cooperation agreement to December 31, 1999, WIPO's legal and technical assistance to developing countries, including least-developed countries, has been both extensive and intensive. Such TRIPS-related assistance is mostly incorporated into WIPO's wider cooperation for development program.

In the four-year period covered, 95 developing countries and regional organizations were helped in drafting 177 new intellectual property laws and 109 developing countries and organizations were helped in drafting amendments to existing laws. A total of 115 regional and 223 subregional and national meetings, as well as 212 study attachments were organized. In addi-



tion, 119 interregional training courses were held. All these events benefited 30,000 men and women in developing countries. WIPO also provided some 95 developing countries with 255 computer workstations and related software.

Another 38 countries developed software for their intellectual property administration with WIPO's help. In all, a total of 153 countries (both developing and developed) received assistance in the translation of their intellectual property laws and regulations from Arabic, English, French, German, Portuguese, or Spanish into one or several of those languages. This help has enabled many countries to modernize and strengthen their intellectual property legal and administrative structures. That, in turn, has led to better services to the creative community and industry, as well as enhancing public awareness of the importance of intellectual property.

Cooperation between the two organizations continued in other areas, such as participation in each other's meetings at headquarters and a jointly organized symposium in Geneva in 1999, as well as the routine communication of emblems to WTO members and Paris Convention countries under Article 6ter of the Paris Convention.



CLEA

WIPO's Legal Database — *Live, on the Internet*

The WIPO Collection of Laws for Electronic Access (CLEA) was launched on-line in September 1999. CLEA provides a unique, international electronic database of intellectual property legislation, a valuable resource to countries developing up-to-date intellectual property legislation.

Available on the Internet in English, French and Spanish, this new information resource contains the full text of intellectual property legislation of 35 countries and the European Community, as well as the full text of all treaties administered by WIPO. Each of the legislative texts and treaties is preceded by a detailed bibliographic data entry which includes details such as publication dates, entry into force, related texts and lan-

guage availability. A series of indexes and hyperlinks ensure that users are able to identify, access and display the desired text with great ease. By the end of 1999, only three months after its launch on the Internet, the CLEA database had registered over one million hits.

The CLEA database is an ongoing application which will be continuously expanded and updated to provide researchers, legal professionals, policy-makers and administrators with a fully comprehensive research tool. CLEA complements the existing paper-based collection of laws maintained by WIPO, and enhances its usefulness by providing ready access, via the Internet, to regularly updated information on the intellectual property legislation of member States. CLEA can be reached at <http://clea.wipo.int/> or <http://www.wipo.int/clea>.



Standing Committees

One of WIPO's principal tasks is promoting the progressive development and harmonization of intellectual property laws, standards, and practices among its member States. Encouraging the growth of international common principles and rules governing intellectual property requires extensive consultations beyond formal diplomatic conferences. Three WIPO Standing Committees on legal matters — one dealing with copyright and related rights, one dealing with patents, and one dealing with trademarks, industrial designs and geographical indications — help member States coordinate efforts in these areas, establish priorities, and allocate resources.

Membership of the committees comprises member State representatives as well as representatives from selected intergovernmental organizations and international non-governmental organizations. The work of these standing committees is crucial in the progressive development of international approaches to the protection, administration, and enforcement of intellectual property rights.



Patents

The Standing Committee on the Law of Patents (SCP) met in April and September. The focus of its work involved the final preparations of the draft text of the Patent Law Treaty (PLT), which covers formal administrative requirements for the filing of patent applications in patent offices. The proposed treaty would greatly simplify and harmonize the patent application process for inventors around the world, leading to a much quicker and more cost-effective way to obtain patent protection for their inventions.

The Committee also agreed that the PLT should be linked more closely to the Patent Cooperation Treaty (PCT); such a linkage would result in more common standards for both national and international patent applications, which would further harmonize and streamline the process of obtaining patent protection.

The Committee agreed that a diplomatic conference would be held in Geneva in May and June 2000, at which the draft text of the PLT would be submitted for negotiation.



Trademarks

The Standing Committee on the Law of Trademarks, Industrial Designs and Geographical Indications (SCT) met three times throughout the year, reaching agreement in June on a set of new guidelines to improve protection for well-known marks. The new international guidelines, adopted by member States in September, require that a well-known mark be protected in a member State on the grounds that it is well known, even if the mark is not registered or used in that country. Similar conditions were established for the protection of well-known marks in relation to business identifiers and domain names. The new guidelines represent a step forward in WIPO's efforts to encourage and facilitate the development of internationally harmonized principles and rules in the intellectual property arena.

The Committee continued discussions throughout the year on the use of trademarks and identifying signs on the Internet. It agreed to a list of general principles, which include the recognition that trademark protection should apply to the Internet and that trademarks should be able to coexist in cyberspace under the appropriate laws of each member State. The principles are intended to serve as a basis for continuing SCT discussions on trademarks on the Internet.



Courtesy: Eckes-Granini GmbH & Co KG

The SCT also discussed efforts to harmonize procedures regarding the licensing of trademarks. It also agreed that the WIPO secretariat should initiate a study of conflicts between trademarks, geographical indications and homonymous geographical indications, i.e., the problems that arise when two parties using a geographical name that exists in different countries use that same name to identify similar products of different origin.



©The Coca-Cola Company



Copyright and Related Rights

The Standing Committee dealing with copyright questions met in May and November. Members continued discussions on the protection of audio-visual performances, databases, and the rights of broadcasting organizations. Concerning the question of a treaty regarding audio-visual performances, the Committee recommended that a preparatory committee and an extraordinary session of the WIPO Assembly be convened in April 2000 to consider holding a diplomatic conference on a new treaty. Established in 1996, the WIPO Performances and Phonograms Treaty (WPPT) protects audio performances only and does not cover audio-visual performances.



The Committee agreed that more detailed information and documentation was necessary on the economic implications of granting additional protection — more than that afforded under existing copyright law — to databases, particularly in the case of developing countries and countries in transition to market economies.

Consultations were held in various regions throughout the year to discuss the impact that additional protection of databases would have on the flow of information and data, and how that might affect developing economies.

Regarding the rights of broadcasting organizations, the Committee

discussed the possible need for a new international instrument to update the existing rights of broadcasting organizations, which were covered in the Rome Convention of 1961 but not dealt with in the WPPT. The Committee will continue evaluating the need for a new instrument in its meetings in 2000.



WIPO "Internet Treaties"

The increasing prevalence of the Internet in international commerce and the dissemination of intellectual property makes the entry into force of the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT) all the more urgent. Established in December 1996, these two treaties update the legal principles underpinning international protection of copyright and the rights of performers and phonogram producers in the digital age, particularly regarding the Internet.

WIPO continued its active promotion of the two treaties throughout 1999, resulting in six more countries ratifying the WCT and seven ratifying the WPPT. These ratifications bring the total to 12 and 11 adherences, respectively, out of the 30 needed for each treaty to enter into force.

The Organization conducted extensive regional consultations, symposia and advisory missions throughout the world, bringing about a significant increase in the understanding of the elements of the treaties as well as of their immense importance in the digital age. In addition, efforts were made to help countries bring their national legislation in line with requirements under the treaties, laying the groundwork for further ratifications in 2000.

WIPO is continuing its work to gain the required number of accessions to bring the treaties into force before the end of 2001, a goal that was formalized in September in the WIPO Digital Agenda.

Those elements of WIPO's work program which are of most direct benefit and interest to the market sector – enterprises, research institutions, inventors and designers – are the Organization's international registration services.

Those services are provided in close cooperation with the industrial property administrations of countries which are party to the Patent Cooperation Treaty (PCT system), the Madrid Agreement for the International Registration of Marks and/or its Protocol (Madrid system) and the Hague Agreement for the International Deposit of Industrial Designs (Hague system).

In a nutshell, those three systems facilitate the obtaining (in all three cases) and maintaining (in the case of the Madrid and Hague systems) of international protection for inventions, marks and industrial designs. This is done by offering, on the one hand, an enterprise or individual wishing to obtain protection the right to file a single international application which will be treated as if separate applications had been filed in multiple countries and, on the other hand (for the Madrid and Hague systems), by maintaining international registers of marks and industrial designs.

Such facilities greatly simplify procedures for the applicant, offer wider options, speed up adminis-

trative processing and reduce costs. The fees charged to users of the facilities are decided by the member States and provide a very important source of revenue to the Organization.

In 1999, WIPO's global protection systems generated a total gross revenue of about 186 million Swiss francs, the equivalent of about 85 percent of the Organization's total fee income for 1999.

PCT System

The number of PCT international applications in 1999 reached just over 74,000, a healthy 10.5 percent increase over 1998. As each application usually designates a number of PCT countries in which that application has effect, the 74,000 international applications represented a notional equivalent of 5.82 million national patent applications. Since the PCT began operations in 1978 with 460 international applications, there has been an unbroken series of annual increases. In 21 years of existence, the applications have multiplied some 160 times with an average increase of about 17 percent per year since 1994.

Among the member countries that were users of the PCT system in 1999, the United States of America led with 39.8 percent of the total number of international applications, with Germany, Japan, the United Kingdom and




IMPACT Moves Forward

At year-end, WIPO entered into a contract with an external consortium to launch the largest information technology project yet undertaken by the Organization. The goal of the 40 million Swiss franc project, known as IMPACT (Information Management for the Patent Cooperation Treaty), is to fully automate the operations of the Patent Cooperation Treaty (PCT) within the next four years.

The ambitious project is a response to the rapid expansion of the PCT system, which has seen the number of international patent applications multiply by almost 30 times over the last two decades, and attests to the importance of this treaty facility to the intellectual property community. The main objectives of the IMPACT Project include:

- improved services to PCT applicants and offices;
- lower PCT operating costs and streamlined work procedures through an automated information and document management system;
- electronic filing software for PCT applicants and national patent offices;
- enhanced solutions for electronic data exchange between WIPO, national offices and the PCT International Searching and Preliminary Examining Authorities, including electronic publishing and dissemination of PCT information.

The contract calls for the first phase of the project to cover the analysis and design of an integrated information technology-based solution. The second phase — implementation — will follow but is dependent upon the successful completion of benchmarking tests of the proposed technical design.



France being the next biggest users. Among developing countries, the Republic of Korea was the biggest user, followed by South Africa, China, Singapore and Brazil.

As the users of the PCT are driven by business and market considerations, WIPO is vigilant in ensuring that its services remain efficient and cost-effective at all times. Throughout 1999, therefore, improvements were introduced to ensure higher customer satisfaction. On January 1 of that year, the PCT-EASY (Electronic Application System) software became available, facilitating the preparation of international applications and enabling applicants to avoid mistakes at the filing stage by using about 200 computerized validation checks. This software was regularly updated and was available by the end of the year in Chinese, English, French, German, Japanese, Russian and Spanish. About 13 percent of the year's total applications used this means.

Meanwhile, work to fully computerize the PCT operations under the IMPACT project was on schedule.

In September, the PCT member States took some decisions on fees which would have the effect, from January 1, 2000, of decreasing the international fee payable by an applicant by up to 17 percent. Another important decision

would allow, with effect from January 1, 2000, an applicant to claim the priority of a patent application filed in or for any member of the World Trade Organization which is not a party to the Paris Convention for the Protection of Industrial Property.

The WIPO Secretariat actively promoted accession to and use of the PCT throughout the year. At the end of 1999, six new countries had joined, bringing the total number of member countries to 106.

Madrid (Marks) System

International trademark registrations in 1999 were just over 20,000, maintaining the landmark figure of 20,000 reached in 1998. The stagnation in the total number of registrations was due to a comparative decline of applications in the last quarter of 1999. However, the increase at the beginning of 2000 indicates that the decline might be merely an isolated development, not representative of a shift in trend. At the same time, the number of renewals in 1999 fell by 1.47 percent to stand at 5,710.

On the other hand, the number of countries designated in each international registration went up to an average of 12, which contributed to a 6.5 percent increase for the secretariat in the number of notifi-

cations to member States. There was also a 16 percent increase in the amount of translation done.

The Madrid computerized system continued to be improved throughout the year. Worth singling out for mention is the replacement, within budget and on schedule, of the computer system for the digitization, management and electronic archiving of documents by a new system with enhanced capacity.

A total of six countries became party to the Madrid system, notably Japan. This brought the total number of countries party to the Madrid Protocol to 44 and to the Madrid Agreement to 64. This was most encouraging and has shown the increasing appreciation for the facilities and services offered by the Madrid system. It is expected that more adherences will follow, leading to a sizeable increase in designations initially, followed by a higher number of registrations. To achieve this, the secretariat was active throughout the year in promoting the use of the system through seminars and visits to many countries and to WIPO's headquarters.

Hague (Industrial Designs) System

The year witnessed encouraging growth in use of the system. Whereas in 1997 and 1998, the

number of international deposits of designs remained steady, in 1999 it rose to 4,093, a 3 percent increase over 1998. Renewals of deposited designs also rose by 7 percent over 1998. Further, in December, the 50,000th deposit under the 1960 Act of the Hague Agreement was received.

Of great positive significance for the future health of the Hague system was the adoption in July of a new Act (the Geneva Act) of the Hague Agreement. This new international treaty should help fulfill the tremendous potential of the Hague system by offering an even more flexible, cost-effective and user-friendly means for companies and individuals worldwide to protect their industrial designs. Six adherences are required for the Geneva Act to enter into force; in the second half of the year the WIPO secretariat launched a promotional campaign for that purpose.

To encourage greater use of the existing system, a number of measures were undertaken. The computerized registration and management system begun in 1998 became operational in 1999. Information on deposited designs moved from paper to CD-ROM form in March, anticipated by a 20 percent decrease in the publication fee in January 1999.



The Hague Diplomatic Conference

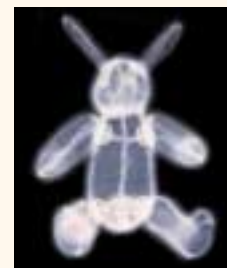
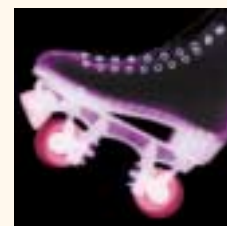
The Geneva Act of the Hague Agreement for the International Deposit of Industrial Designs was adopted at the end of a Diplomatic Conference held in Geneva in June. The new treaty is expected to result in a much-expanded coverage of countries of the Hague system.

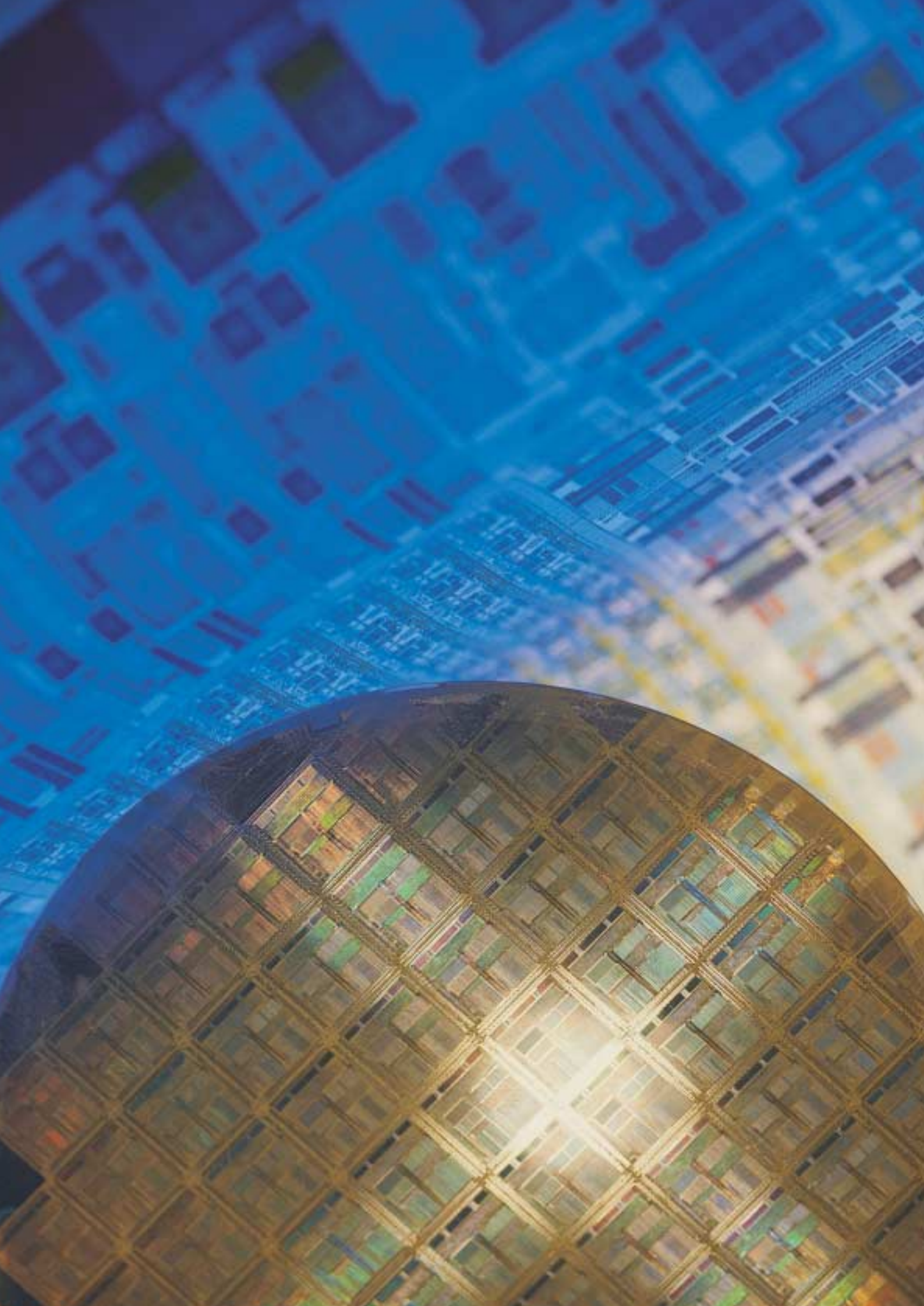
The consensus adoption of the Geneva Act followed three weeks of discussion at the conference and introduces a number of important changes to the Hague system, which provides a simplified means of applying for protection of an industrial design in several countries by submitting a single application.

The Act enhances the existing international industrial design deposit system (currently governed by the Hague Act of 1960 and the London Act of 1934) by making it more compatible with the national systems in countries such as the United States of America and Japan, where protection of industrial designs is contingent upon examination to determine whether a design is new.

The Act requires contracting parties to process international registrations according to their own legislation within a period of six months, with a possible six-month extension for those parties whose law requires examination of the novelty of the design. It introduces a modified fee system, the possibility of deferring publication of a design for up to 30 months, and the ability to file samples of two-dimensional designs (such as textiles) rather than photographs or graphic reproductions.

The Geneva Act was negotiated by some 80 delegations to the Conference. It is open for signature until July 2, 2000. Signature entitles a government to ratify the Act any time it chooses; WIPO member States that do not sign the Act by that time are entitled to accede at any time. Subject to certain qualifications, the Act will enter into force once six countries have deposited their instruments of ratification or accession with WIPO.





The dramatic rise in the use of the Internet for electronic commerce and information exchange makes a strong intellectual property system all the more crucial for an orderly, worldwide development of the digital society. Throughout 1999 WIPO continued to foster an open debate on intellectual property issues relating to electronic commerce and to forge equitable standards that encourage the dissemination and use of intellectual property such as music, film, trade identifiers and knowledge on the Internet. The year saw the culmination of a ten-month process of international consultations relating to Internet domain names, intellectual property, and related dispute resolution, leading to the adoption of an international set of rules for settling such disputes; the convening of the first international conference on electronic commerce and intellectual property, and the adoption by member States of the WIPO Digital Agenda, which sets out the Organization's goals and guidelines in meeting the intellectual property challenges of the digital age.

Internet Domain Names

In April 1999, the Organization issued a report and recommendations aimed at curbing the abuse of trademarks on the Internet. The report, which followed a lengthy consultation process

involving 17 regional consultations in 15 different countries, led directly to the adoption of an international set of rules called the Uniform Dispute Resolution Policy applicable to top-level domains (Internet addresses ending in .com, .net, and .org).

The "Final Report on the Management of Internet Names and Addresses: Intellectual Property Issues" identified the practice of "cybersquatting" — the bad-faith registration of a well-known trademark as a domain name, often followed by an attempt by the registrant to sell the domain name to the mark's legitimate owner for substantial profit — as among the key problems relating to trademark abuses on the Internet.

The report made several key recommendations, addressing the areas of dispute prevention, the establishment of a uniform system of dispute resolution across the Internet domain name space, the protection of famous and well-known marks in generic top-level domains (gTLDs), and the impact on intellectual property of the possible addition of new top-level domains. The report was the result of extensive and open consultations that involved more than 1,200 participants from the private and public sectors of some 74 countries, aided in large part by an electronic forum on the

WIPO Internet Domain Name Process website, which posted audio and text records of the consultations and received comments and suggestions throughout the process.

The report's recommendation for establishing the Uniform Dispute Resolution Policy applicable to the top-level domains (.com, .net, and .org) was adopted by the Internet Corporation for Assigned Names and Numbers (ICANN) in August 1999. The first case filed under the Uniform Policy was received at the WIPO Arbitration and Mediation Center on December 2, one day after the new rules took effect.

International Conference on Electronic Commerce and Intellectual Property

Maintaining an open, ongoing, and international debate on the complex intellectual property issues presented by the growth of the Internet is imperative in developing international legal standards for the new medium. In September 1999, WIPO brought together leaders from the public and private sectors throughout the world to further that debate at its first International Conference on Electronic Commerce and Intellectual Property.

More than 750 participants, including representatives from

WIPO member States, intergovernmental and non-governmental organizations and industry convened in Geneva for three days to discuss the global implications for intellectual property in the burgeoning field of electronic commerce. An equal number followed the proceedings via a live "net-cast" of the conference on the Internet, and CD-ROM summaries of conference materials were pro-

duced following the gathering. At the conclusion of the conference, Dr. Kamil Idris presented the WIPO Digital Agenda, a ten-point outline of the Organization's goals in adapting intellectual property law to the digital age. Topics discussed during the conference included the on-line delivery of publications, music, films and software, and the resulting questions of copyright protection;

domain names and trademarks on the Internet and the importance of protecting "identity on-line"; electronic rights management; on-line dispute settlement and liability; and a host of other intellectual property issues relating to the rapid rise of global electronic commerce.



WIPO Digital Agenda

The WIPO Digital Agenda, approved by the member States in September, in essence outlines a work program for the Organization in the coming years to respond to the confluence of the Internet, digital technologies, and the intellectual property system. The Digital Agenda stresses the Organization's commitment to formulating appropriate responses to encourage the dissemination and use of intellectual property such as music, films, trade identifiers, information and knowledge on the Internet, while protecting the rights of their creators and owners.

The Digital Agenda also aims to integrate developing countries into the Internet environment, with an emphasis on the use of WIPONET and the electronic delivery of information and services. It also focuses on adjusting the application of intellectual property law in Internet transactions and on establishing new international norms in this area. In this regard, the Agenda sets out the goal of the entering into force of the WIPO Copyright Treaty (WCT) and the WIPO Performances and Phonograms Treaty (WPPT) before the end of December 2001.

A key element of the Digital Agenda is dispute resolution, in recognition of the need for effective on-line systems to resolve disputes arising out of electronic commerce and involving intellectual property. As many of the issues affect different sectors of society and government, at both national and international levels, WIPO aims to coordinate and ensure an efficient and consistent response to common concerns.

“Electronic commerce has graduated from the experimental stages to an economic reality with immense significance. This rapidly changing digital environment requires prompt and careful responses at the international level. We can provide that forum.”

— Dr. Kamil Idris at the opening of the WIPO International Conference on Electronic Commerce and Intellectual Property

The Center continued to expand its efforts in providing quick, inexpensive and readily available alternatives to costly court proceedings in commercial disputes involving intellectual property rights.

In 1999, the Center finalized development of its on-line dispute resolution service, which will allow involved parties to communicate via the Internet — without being physically present in the same place — thus greatly reducing the time and cost of reaching a solution. This type of service is especially helpful for parties exploiting their intellectual property rights across borders which need an international facility for resolving disputes.

An extensive redesign and expansion of the Center’s website — including access to the Center’s

information in three languages — led to a more than four-fold increase in the number of visits to the site, reaching some 82,000 per month by year-end. The Center’s database of specialized arbitrators and mediators expanded to 850 individuals from 68 countries, and 94 paying participants attended the Center’s training programs throughout the year.

Following the Internet Corporation for Assigned Names and Numbers’ (ICANN) adoption of the Uniform Dispute Resolution Policy applicable to top-level domain names, the Center was accredited by ICANN to administer cases filed under the Uniform Policy. The Center began processing claims in December 1999, and by February 2000 over two new claims were received daily from parties around the world.



Standing Committee on Information Technology

Among the key challenges facing WIPO and the intellectual property community in the 21st century are those presented by ever-increasing advances in digital technologies, the boom in electronic information exchange, and the technology gap between developed and developing countries.

The WIPO Standing Committee on Information Technology (SCIT), established in 1998 to address these issues and assure technical standards in the process of providing intellectual property information, met three times throughout 1999. In December, the SCIT

approved the Strategic Information Technology Plan into the 21st Century which, among other things, is intended to help narrow the information gap between developed and developing countries, improve the electronic flow, worldwide, of intellectual property information, and improve the ability of all member States to retrieve and disseminate that information.

The plan is intended as a cornerstone of the Organization's information technology efforts in the coming decades. It serves as a framework for establishing a reliable and secure global infrastructure to facilitate IT implementation in the intellectual property offices

of member States. The plan will guide the development and implementation of some 40 interrelated information technology projects, including WIPONET, IMPACT, and the WIPO Intellectual Property Digital Library (IPDL) project.

Another critical aspect of the SCIT's work is the review and revision of various WIPO standards for the secure filing, processing and storage of intellectual property information. Such standardization is designed to harmonize and streamline the electronic transmission and processing of intellectual property information. During the year the Committee reviewed various technical standards for such activities.

Information Technologies Continue to Develop at WIPO Secretariat

The year witnessed significant expansion of the secretariat's information technology systems, with approximately 800 new personal computers and printers delivered to staff. By the end of the year, all WIPO staff had access to a personal computer and more than 1,000 users were working on an updated, "multi-tasking" network platform, meaning that a wide variety of software applications — at least 100, many in a variety of languages — were readily available for different tasks.

More than 750 staff members received training on the upgraded network operating system. Some 50 users were trained in Internet publishing, and 110 laptop computers were deployed for staff on mission. A fully-staffed help desk was established, reachable by telephone, e-mail and via the Intranet. A project to fully utilize the Intranet and other electronic means for internal information dissemination within the secretariat was begun during the year, with implementation foreseen for the first half of 2000.

Major developments were made in the use of Internet technologies at WIPO. This included the expansion of the Intranet service and the development of web-based services such as the electronic bookshop, distance learning and broadcasting of meetings via the web.

Significant efforts were made to ensure that the Organization's information management systems successfully moved into the year 2000 without any failures resulting from the much-publicized "Y2K" problem. The transition was successful, with no problems encountered.



WIPO_{NET}

WIPO launched in 1998 a major project to develop and establish a global intellectual property information network called WIPO_{NET}. It is a state-of-the-art project designed to allow WIPO to respond to the demand for electronic data exchange services. In linking the operations of the intellectual property offices of WIPO's member States, WIPO_{NET} will provide rapid and accurate end-to-end transmission of intellectual property data between offices and between those offices and their users or clients. This project will not only generate significant efficiency gains for the business functions of WIPO and those offices, but will facilitate the creation of new services as well.

Another major aim of the project is the electronic integration of developing countries in the international intellectual property system. In order to empower developing countries to better reap the benefits of intellectual property information resources, WIPO_{NET} will equip offices with Internet connectivity and basic hardware and software, to start in 2000 on an incremental basis.

In 1999, a bidding exercise was launched to identify a suitable consortium to assist in the initial deployment activities. In addition, three pilot projects were started to assess the technical and functional aspects of WIPO_{NET}. One such project, involving the WIPO secretariat and the Japanese Patent Office, the European Patent Office and the United States Patent and Trademark Office was concluded successfully in June. The two other pilot projects, conducted in the African Intellectual Property Organization in Yaoundé and the African Regional Industrial Property Organization in Harare, were also successfully completed.



IPDL

A key element of the Organization's efforts to exploit the latest in information technologies is the continuing progress and enhancement of the Intellectual Property Digital Libraries (IPDL) project. The WIPO IPDL, which became operational in 1998, now provides broad-based access to a wide range of database collections, including data relating to applications filed under the PCT, as well as the Madrid system, which were added in 1999.

Some 68,000 PCT applications (abstracts and drawings) were added to the database during the year, bringing the total number of applications available to 175,000. The Madrid Express service, providing access to a database of pending trademark registration updated daily, received some 200,000 access requests between its introduction in April 1999 and the end of the year.

Overall, the various services offered via the IPDLs received a total of 4.5 million access requests during 1999, more than double that of the previous year.

The growing importance of intellectual property in an era of increasing economic globalization and technological advance requires an ongoing study and analysis of the links between intellectual property and issues such as traditional knowledge, folklore, biological diversity, environmental protection, and human rights.

WIPO's efforts in these sometimes difficult, often unexplored areas advanced significantly in 1999, with a series of studies, consultations, missions and roundtables to examine questions relating to the protection of traditional knowledge and folklore through existing intellectual property regimes, the relationship between human rights and intellectual property, and how intellectual property issues are relevant to biotechnology and biodiversity.

During the year, nine fact-finding missions were conducted in various regions to gather information on the intellectual property needs of holders of indigenous knowledge; a compilation of studies on human rights and intellectual property was published, helping to raise awareness of the links between the two areas; a working group on biotechnology was formed to identify key focal points and develop a work program in this area; and four

regional consultative meetings on the protection of expressions of folklore were held.

In November, WIPO held a two-day roundtable that brought together traditional knowledge practitioners with representatives from governments, research institutions, industry and academia to examine the role of the intellectual property system in protecting traditional knowledge.

Some 150 participants from around the globe sought to address issues regarding the definition, nature, value, ownership, use and protection of traditional knowledge, as well as the challenges presented by using existing intellectual property protection systems to protect traditional knowledge.

The experiences of the Governments of Peru and the Philippines in developing and implementing guidelines and protection systems for traditional knowledge at the national level provided useful insights.

Participants at the roundtable agreed that WIPO has played a key role in breaking new ground in these areas, and expressed their desire for the Organization to remain a focal point for such discussions.



The Organization expanded its efforts in 1999 to tell the story of intellectual property and WIPO in a simple, accessible, and interesting way, reaching out to the general public and the intellectual property community on numerous fronts. Using the Internet, press and publications, exhibitions and other public outreach activities, the Organization worked to illustrate and emphasize the importance of intellectual property — and its protection — in the economic, social, and cultural progress of all nations. Throughout these efforts, WIPO continued the evolution of its corporate image as “an organization for the future.”

www.wipo.int

Chief among the tools for reaching out to a broad audience is the Internet. In 1999, WIPO had its main site and ten subsidiary sites on-line, which together drew some 29 million hits throughout the year — approximately 80,000 hits on any given day — a nearly 10-fold increase over the previous year. This brought to WIPO a worldwide audience at levels unimaginable only a few years ago.

The WIPO sites were critical in providing an efficient, economic, and accessible means of transmitting information around the globe, to member States, the

intellectual property community, and the general public. Some 60,000 pages of information — including downloadable documents of most WIPO meetings — were available via the site. Eight meetings were net-cast worldwide, drawing some 40,000 hits. To further the global accessibility to WIPO information, significant progress was made on the creation of an Arabic language site, with a launch planned for early 2000.

Press and Publications

Expansion of WIPO's links with and coverage from the more traditional media continued as well. Closer cooperation and contact with the Geneva-based and international media led to significantly increased reporting on WIPO's work and intellectual property issues, resulting in a greater understanding of the role of both the Organization and intellectual property in general. Some 86 press releases and updates reached not only the media but Permanent Missions in Geneva, national intellectual property offices and accredited NGOs as well. These releases, as well as more than 150 interviews arranged with the Director General and senior WIPO officials, resulted in some 800 articles which referred to the Organization; more than double that of the previous year.



Many of those articles reflected a significant increase in coverage of WIPO activities in developing countries. To build on this trend, the Organization developed a model plan of action for public outreach which was distributed to developing countries worldwide, and provided a series of briefings and roundtable discussions to visiting journalists from those regions.

Publications targeting the general public as well as specialized audiences increased in scope and number throughout the year. More than 100 new public information products were produced, including posters, CD-ROMs, brochures, reports, and a series of leaflets that explain the basics of intellectual property and the work of WIPO in simple, understandable language. Central to the design of these products is the projection of a vigorous, forward-looking image fitting for the Organization's mission in the new century.

The sales and distribution of these publications took a giant step into the digital age in November, with the successful launch of an electronic bookshop. The electronic bookshop, which will eventually become the main sales outlet for information products, generated 13,000 Swiss francs in sales in its first month of operation.



At Home with Invention

The Director General's stated goal of "demystifying" intellectual property took a concrete step forward with the opening in June of "At Home With Invention", the second exhibition at WIPO's Information Center. Recreating several rooms of a simple apartment, the exhibition illustrates how intellectual property surrounds the average person in everyday life. Drawing more than 10,000 visitors, the exhibition features items ranging from simple inventions covered by patents to ubiquitous trademarks and industrial designs, to the literary and artistic works covered by copyright. These elements help explain in simple terms how integral intellectual property is in our everyday lives—and how its protection helps encourage further creativity and innovation.

Market Sector and Civil Society

While WIPO is an international organization responsible above all to its member States, it also serves a second important constituency, made up of the market sector and civil society. As industry and non-governmental organizations (NGOs) are of increasing significance in the Organization's work and financial well-being, WIPO continued to expand and enhance its relations with these sectors throughout the year.

In addition to the establishment of the Industry Advisory Commission and the holding of two subsequent meetings, WIPO officials held numerous discussions with representatives from the pharmaceutical, motion picture, recording, computer software, publishing and biotechnology industries. The Organization granted observer status to 18 international non-governmental organizations during 1999, bringing the total number of NGOs with observer status to 159.

These NGOs have a variety of interests in various aspects of intellectual property and WIPO's work. They include the progres-

sive development of global intellectual property laws and standards as well as the various international protection services provided. In addition, many accredited NGOs worked with WIPO to provide support for the Organization's cooperation for development program.

Many of the NGOs seeking observer status in 1999 had specific interests in global intellectual property issues under study by the Organization, such as the intellectual property aspects of folklore, traditional knowledge, biodiversity and protection of the environment.

Institutional and Intergovernmental Cooperation

WIPO's relationship with other United Nations agencies and intergovernmental institutions continued to progress during the year. The WIPO Coordination Office in New York succeeded in raising the profile of WIPO at the United Nations' New York headquarters and expanded areas of cooperation as well as public outreach activities.

In Geneva, the Organization collaborated on several levels with a variety of organizations such as the World Health Organization, the Office of the United Nations High Commissioner for Human Rights, the United Nations Development Program, the United Nations Environment Program, the Office of the United Nations High Commissioner for Refugees, the United Nations Conference on Trade and Development, the International Trade Center and the International Telecommunication Union. A joint project with the latter to assist Geneva diplomatic offices of member States of the two organizations — the Geneva Diplomatic Community Network — resulted in the Organization's donation of some 212 computer workstations to missions in Geneva.

WIPO also worked closely with the World Trade Organization, the World Bank, the European Patent Office, and many national intellectual property offices — in the case of the French and Japanese Offices, receiving funding in kind in support of increased program implementation, especially in the areas of cooperation for development and progressive development of international intellectual property law.

Human Resources

The members of the WIPO secretariat, whether they are working as staff members or employed under other arrangements, for example, as short-term staff or consultants, constitute the Organization's backbone. Their contribution to the work of WIPO is therefore recognized and appreciated not only by the Director General but by the member States as well.

Throughout 1999, secretariat members were provided with training and appropriate support services to empower and motivate them to perform well and carry out their duties in a congenial and nurturing work environment. A high number of staff — 77 percent — participated in one or more formal training activities which ranged from use of information technology, acquisition of communications skills, team building and stress reduction, to time management, language skills and first aid. Giving credence to the Director General's emphasis on mastering information technology to

better serve the Organization's management needs and enhance work performance, over 750 staff members underwent training in information technology. The different kinds of training took place at WIPO headquarters, elsewhere in Geneva, or abroad.

Furthermore, each newly-appointed secretariat member attended an induction program, held monthly, in which he or she was briefed about the Organization's work. Informal lunchtime learning sessions took place to provide staff members with a better understanding of professional activities of their other colleagues. More efficient dissemination of internal information was encouraged by greater use of the Intranet.

Substantial improvements were made to staff administrative procedures and social services. The Intranet allowed staff members to be better informed about working conditions and their rights and obligations. The various staff insurance schemes — medical,

accident and life — were improved and also covered short-term employees and their dependants. A new management information system for, among other matters, recruitment, payroll, staff benefits, workforce planning and management of insurance premiums, was developed and successfully tested and came into operation in January 2000. The expansion of on-site health care during the year resulted in a decrease in absences from work. New healthcare projects focused on ergonomics, safety and hygiene in the work place.

Over the 12 months, staff recruitment procedures continued to be streamlined. A total of 63 new staff members were appointed, 22 at the professional level. Close to 2,200 applications were received. At the end of the year, the number of secretariat members holding staff posts stood at 752, coming from some 82 countries; 276 were at the professional or higher level and the rest at the general service level. Of the overall total, about 55 percent were women.





Top Management

The Organization's top management team, led by the Director General, Dr. Kamil Idris, was composed of the following persons:

Deputy Directors General
Roberto Castelo (Brazil)
François Curchod (Switzerland)
Shozo Uemura (Japan)

Assistant Directors General
Francis Gurry (Australia)
Thomas Keefer (Canada)
Geoffrey Yu (Singapore)

Messrs. Gurry and Yu were appointed in March after the retirement of the two previous incumbents in December 1998.

Languages

WIPO uses many languages in its work, reflecting its international character, particularly as a member of the United Nations system of organizations.

Those languages comprised, above all, the six official United Nations languages, namely, Arabic, Chinese, English, French, Russian, and Spanish. As much as possible, those languages were used in WIPO's documents and publications as well as in discussions and negotiations in meetings. For all major WIPO meetings and documents, interpretation and texts were available in all six languages.

Because of the high costs involved, the full range of language facilities was not always possible, although in every case, the high quality and timely delivery of translations were maintained. In the PCT system, German and Japanese are also used.

The efficiency of translation was enhanced through the introduction of interactive glossaries accessible by each translator, the use of terminology resources in computer-assisted systems and in the Internet as well as the use of paperless procedures wherever possible.

Conferences, Meetings and Documents

With WIPO as the hub of international discussions and sometimes delicate negotiations on intellectual property matters, it is the duty of the secretariat to ensure smooth arrangements for meetings organized for those purposes. In 1999, conference support services were provided for 62 meetings in Geneva and 183 elsewhere. The meetings in Geneva were attended by 6,350 (5,000 in 1998) representatives of member States and international intergovernmental and non-governmental organizations.

In terms of participation, the most important were the International Conference on Electronic

Commerce and Intellectual Property, the Diplomatic Conference on the Revision of the Hague Agreement and the annual meetings of the WIPO Assemblies (see elsewhere in this publication). Those entailed the hiring of some 650 interpreters for about 3,260 workdays and the distribution of close to 4,800 documents which served as the basis for discussions and negotiations. Almost all documents for meetings in Geneva were published on the Internet, ensuring speedy and cost-efficient delivery.

Printing and Publications

WIPO's printing plant is responsible for printing the bulk of the documents and texts prepared by the secretariat. Thanks to state-of-the-art equipment, 93 million face prints were produced on time, often on demand.

Continuing the trend begun in 1998, substantial productivity gains and savings in staff numbers were made in 1999, mainly through information technology applications. Three instances of savings were the reduction of printing volume by 60 million pages of PCT pamphlets (by, among other means, reproduction in CD-ROMs rather than on paper), the reduction of seven staff (through automation of distribution procedures), and a significant reduction of expenses in rental of printing machines.

International Architectural Competition

Efforts to provide sufficient work space to meet the growing needs of the Organization moved significantly forward in 1999 with the convening of an international jury to oversee an international architectural competition for a major project to extend WIPO's headquarters.

The 18-member jury and three alternates, composed of architects and representatives of member States, local Geneva authorities and the Organization, met twice during the year. The jury considered 186 entries submitted by architects from around the world, selecting 28 finalists from 18 countries.

The project, approved by member States in 1998 in acknowledgement of the increasingly complex work of the Organiza-

tion and the future staff needs that entails, will include:

- an office building with some 500 work places, several meeting rooms, an underground parking garage, a cafeteria, appropriate service areas, and a link to the main building
- a 600-seat conference room with modern, six-language interpretation facilities and appropriate computer and audiovisual equipment, in close proximity to the Organization's existing conference facilities
- enlargement and restructuring of the lower floors of WIPO's existing headquarters building to provide parking facilities for delegates and visitors.

Key factors considered by the jury in choosing the final design will include technical excellence and innovation, architectural creativity, and an aesthetic integration with WIPO's present buildings and the surrounding landscape.

The project would be built on existing land as well as a plot adjacent to WIPO headquarters purchased in 1998. Member States approved 82.5 million Swiss francs from the WIPO Special Reserve Fund to finance the project.

The jury was to choose a winner and five runners-up in the competition in March 2000.

As part of its more immediate efforts to bring together its staff — housed during the year in ten different buildings throughout Geneva — the Organization purchased the former headquarters of the World Meteorological Organization, which is adjacent to WIPO headquarters. Major renovation work on the building began in the second half of 1999.



Photo: Christian Poite



Headquarters Buildings Renamed

In September 1999, member States approved the renaming of two of the WIPO headquarters buildings as a tribute to two former Directors General. The main tower was named the "Arpad Bogsch Building" and the adjacent structure, previously referred to as BIRPI (the French acronym for the United International Bureaux for the Protection of Intellectual Property) was named the "Georg Bodenhausen Building." The late Mr. Bodenhausen, a Dutch national, was the first Director General of WIPO from 1970 to 1973, after having been Director of BIRPI, the predecessor Organization to WIPO, from 1963. Dr. Bogsch, a national of the United States of America, was Director General of WIPO from 1973 to 1997.

The Program and Budget of WIPO is determined for a two-year period and is expressed in Swiss francs. The principal source of income of the secretariat in the 1998-1999 budget consists of fees, paid by private sector users of the international registration services, and contributions paid by governments of the member States. About 85 percent of WIPO's total income in 1999 came from fees derived from those global protection systems, while some 9 percent came from contributions from member States. The remaining 6 percent came mainly from the sale of WIPO publications and interest earnings.

Contributions

Contributions by member States are made on the basis of a system of contribution classes. There are a total of 14 such classes, each with a set amount of contribution for the biennium concerned. What a specific member State pays depends on the contribution class to which it belongs. A State freely chooses the class (and therefore the amount of contributions it pays) for itself, with three classes reserved for developing countries, although the countries in question can elect to be in another class. The rights and obligations of each State are the same, irrespective of its contribution class.

The yearly contributions in 1999 for each class ranged from the lowest amount of about 1,600 Swiss francs to the highest amount of some 1.3 million Swiss francs.

WIPO's results for 1999 consisted of the following main items (the figures are provisional and have not been audited).
(thousands of Swiss francs)

Income

Contributions from member

States 19,474

Fees from the registration systems:

PCT System 159,059

Madrid System 22,622

Hague System 4,660

Lisbon System 2

Subtotal (fees) 186,343

Publications 4,661

Other 8,208

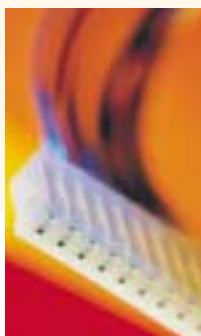
Total 218,686

Expenditure

Staff 116,874

Other 104,933

Total 221,807



NEW MEMBERS AND NEW ACCESSIONS

Reflecting the importance of intellectual property today, in 1999 there was a wave of 68 new adherences by countries to WIPO's treaties. WIPO administers 21 treaties, 15 of which are in the field of industrial property and 6 in the field of copyright. Some 60 percent of the new adherences (accessions or ratifications) came from developing countries. Membership of WIPO at the end of 1999 stood at 173. The following figures show the new country adherences to the treaties that are in force, with the second figure in brackets being the total number of States party to the corresponding treaty by the end of 1999.

- WIPO Convention: 2 (173)
- Paris Convention for the Protection of Industrial Property: 6 (157)
- Berne Convention for the Protection of Literary and Artistic Works: 11 (142)

- Patent Cooperation Treaty: 6 (106)
- Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks: 7(43)
- Trademark Law Treaty: 3 (25)
- Nice Agreement Concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks: 2 (60)
- Locarno Agreement Establishing the International Classification for Industrial Designs: 2 (37)
- Strasbourg Agreement Concerning the International Patent Classification: 2 (45)
- Vienna Agreement Establishing an International Classification of the Figurative Elements of Marks: 2 (15)
- Budapest Treaty on the International Recognition of the Deposit of Microorganisms for the Purposes of Patent Procedure: 2 (48)

- Lisbon Agreement for the Protection of Appellations of Origin and their International Registration: 1 (19)
- International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organizations (jointly administered with ILO and UNESCO): 3 (63)
- Convention for the Protection of Producers of Phonograms Against Unauthorized Duplication of their Phonograms: 3 (60)
- Brussels Convention Relating to the Distribution of Programme-Carrying Signals Transmitted by Satellite: 2 (24)

Furthermore, the WIPO Copyright Treaty and the WIPO Performances and Phonograms Treaty (the WIPO "Internet Treaties") received, respectively, 6 and 7 new adherences, bringing the total to, respectively, 12 and 11 at the end of 1999. Each treaty requires 30 adherences to enter into force.

One hundred and seventy-three States were party to the Convention Establishing the World Intellectual Property Organization on December 31, 1999

Albania, Algeria, Andorra, Angola, Antigua and Barbuda, Argentina, Armenia, Australia, Austria, Azerbaijan,
Bahamas, Bahrain, Bangladesh, Barbados, Belarus, Belgium, Benin, Bhutan, Bolivia, Bosnia and Herzegovina, Botswana, Brazil, Brunei Darussalam, Bulgaria, Burkina Faso, Burundi, Cambodia, Cameroon, Canada, Cape Verde, Central African Republic, Chad, Chile, China, Colombia, Congo, Costa Rica, Côte d'Ivoire, Croatia, Cuba, Cyprus, Czech Republic, Democratic People's Republic of Korea, Democratic Republic of the Congo, Denmark, Dominica,
Ecuador, Egypt, El Salvador, Equatorial Guinea, Eritrea, Estonia, Ethiopia, Fiji, Finland, France, Gabon, Gambia, Georgia, Germany, Ghana, Greece, Grenada, Guatemala, Guinea, Guinea-Bissau, Guyana,
Haiti, Holy See, Honduras, Hungary,
Iceland, India, Indonesia, Iraq, Ireland, Israel, Italy,
Jamaica, Japan, Jordan,
Kazakhstan, Kenya, Kuwait, Kyrgyzstan,
Lao People's Democratic Republic, Latvia, Lebanon, Lesotho, Liberia, Libyan Arab Jamahiriya, Liechtenstein, Lithuania, Luxembourg,
Madagascar, Malawi, Malaysia, Mali, Malta, Mauritania, Mauritius, Mexico, Monaco, Mongolia, Morocco, Mozambique,
Namibia, Nepal, Netherlands, New Zealand, Nicaragua, Niger, Nigeria, Norway, Oman,
Pakistan, Panama, Papua New Guinea, Paraguay, Peru, Philippines, Poland, Portugal, Qatar, Republic of Korea, Republic of Moldova, Romania, Russian Federation, Rwanda, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, Samoa, San Marino, Sao Tome and Principe, Saudi Arabia, Senegal, Seychelles, Sierra Leone, Singapore, Slovakia, Slovenia, Somalia, South Africa, Spain, Sri Lanka, Sudan, Suriname, Swaziland, Sweden, Switzerland,
Tajikistan, Thailand, The former Yugoslav Republic of Macedonia, Togo, Trinidad and Tobago, Tunisia, Turkey, Turkmenistan,
Uganda, Ukraine, United Arab Emirates, United Kingdom, United Republic of Tanzania, United States of America, Uruguay, Uzbekistan,
Venezuela, Viet Nam,
Yemen, Yugoslavia,
Zambia, Zimbabwe. (173)