

WIPO Conference on **Building Partnerships for Mobilizing Resources for Development**

Geneva, November 5 and 6, 2009



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08.00–09.00 **REGISTRATION**

09.00–10.15 **OPENING SESSION**

Welcome and Introduction: [Francis Gurry, WIPO Director General](#)

Keynote 1 [The Least Developed Countries \(LDCs\), Africa and the Millennium Development Goals \(MDGs\)](#)

What are the needs of developing countries, in particular LDCs and countries in Africa, in relation to the MDGs? [Cheick Sidi Diarra, UN Under Secretary General, Special Adviser on Africa and High Representative for the Least Developed Countries, Land Locked Developing Countries and Small Island Developing Countries](#)

Keynote 2 [Innovation and Development](#)

Why is innovation important for development and how can the Intellectual Property (IP) system support the creation, sharing and management of knowledge for development impacts? [\(Speaker to be confirmed\)](#)

Keynote 3 [Development, Public Policies and IP](#)

IP is a cross-cutting policy issue which has an impact on a number of policy areas related to development (e.g. health, education, agriculture, trade etc). How can WIPO, in partnership with development agencies, support developing countries in dealing with IP and ensuring policy coherence that balances the variety of development needs? [Ambassador Pedro Carneiro de Mendonça, Under Secretary for Economic and Technological Affairs, Brazil](#)

10.15–13.00 **THEMATIC SESSION 1**

AID for TRADE

The Aid-for-Trade initiative intends to raise awareness about the support developing countries, in particular LDCs, need in order to strengthen their ability to benefit from the globalization of trade with a view to reducing poverty. Increasingly donors are looking at how they might support developing and LDCs build trade capacity. IP is a critical, but too frequently overlooked element of trade capacity building. Whether it relates to trademarks, designs, geographical indications, copyright or patents, IP is indispensable for economic operators in developed, developing and LDCs to achieve competitiveness and sustainable business growth. The Conference will seek to raise the profile of IP on the Aid-for-Trade agenda and to ensure that donors recognize that IP has a catalytic role to play, which they cannot afford to ignore.

Keynote [Michael Roberts, Aid for Trade Coordinator, World Trade Organization](#)
Introductions [Koji Yonetani, Director for IP Affairs, Ministry of Foreign Affairs, Japan](#)

Presentations

Ethiopian Coffee

Presentation by Tadesse Meskela (General Manager, Oromia Coffee Farmers Co-operative Union, Addis Ababa, Ethiopia) and Getachew Mengistie* (IP Law Consultant and Attorney; former Director General of the Ethiopian Intellectual Property Office (EIPO), Addis Ababa) on the Ethiopian Fine Coffee Designations, Trademarking and Licensing Initiative. This presentation will highlight the experience Ethiopia gained in developing and implementing appropriate IP-related strategies and mechanisms for the protection and exploitation of the intangible values embodied in its fine coffees, thereby increasing the benefit of coffee farmers, traders and distributors as well as catering to the interests of the coffee buyers and consumers.*

Plant Variety Protection: The Floriculture Industry in Kenya

Presentation by Bas Smit (Kordes Roses East Africa, Nairobi, Kenya). The introduction of foreign-bred varieties in Kenya was facilitated by the introduction of a system of plant variety protection for breeders. The availability of those varieties has been a key factor in the increased competitiveness of the Kenyan flower industry in the European market. The floriculture industry now employs a large labor force, which is an important source of income for the small-scale farmers located in the rural areas. It is estimated that the horticultural industry employs 2 million people directly in breeding, production, packaging and transport. Another 3.5 million people are supported indirectly by the industry; for instance, in marketing, hospitality industry, manufacturing of containers etc. There are over 160 professional-size growers, including small scale (under 4 ha), medium scale (10 to 50 ha) and large scale growers (over 50ha). In the early stages of development, a few large scale growers dominated the industry. However, there are now more than 100 medium to large scale growers. In 2003, Kenya exported over 61,000 metric tons of cut flowers to Europe; the value of that export was US\$216 million. On overall horticultural production in 2008, 7 million tons were produced and used domestically, while 403,000 tons were exported, accounting for about 4% of total production. These were worth US\$1.8 billion for the domestic market and US\$1.0 billion in export.

Design Africa

Presentation by two African SMEs – Ronel Jordaan from Ronel Jordaan Textiles (South Africa) and Cheick Diallo from Diallo Designs, Mali – about the “Design Africa” program which was launched in 2006 by Canada’s Trade Facilitation Office to assist African home decoration companies in reaching the international market place. Through seminars, training and hands-on guidance in creating designs with international appeal, the program helps small and medium-sized home decoration companies across Africa to build capacity and create linkages with international buyers. The presentation will look at why IP is relevant to this work and how WIPO, in partnership with Design Africa and development agencies, can support such initiatives.

WIPO/WTO Cooperation – Least Developed Countries: IP Needs Assessment

Presentation by Antony Taubman (WTO) and Kifle Shenkoru (WIPO) on LDC IP needs assessment. Following Uganda and Sierra Leone's submissions to the WTO and donors of their official proposals and requests relating to an IP needs assessment, this presentation will look at the work WIPO has undertaken in this area and at the various initiatives underway at WIPO to support LDCs, and developing countries in general, to assess their IP needs and how this work can help LDCs with respect to the WTO needs assessment exercise*

Capacity Building for Developing Country IP Offices

Presentation by Lutz Mailander (WIPO) and Rohazar Wati Zuallcobley (Deputy Director General (Industrial Property), MyIPO, Malaysia), on International Cooperation for the Search and Examination of Inventions (ICSEI) and on its efforts to respond to requests for training patent examiners in developing countries

LUNCHTIME PRESENTATION

13.00–14.00 IP Outreach Campaigns

Presentation by John Tarpey (WIPO) looking at WIPO's support to developing countries to raise awareness of IP issues through outreach campaigns which make use of a wide range of media and languages. Much of this work has benefited from partnerships which are a key element in their success. The presentation will look at some of these examples and other areas where WIPO is seeking collaboration and partnership on IP outreach.

AFTERNOON

14.00–15.45 Round Table: Intellectual Property and Aid for Trade

This Roundtable Session will address the importance of regulatory frameworks which create an enabling environment that can support aid for trade - with specific reference to IP policy. The Session will be moderated by Dorothy Tembo (Executive Director, Enhanced Integrated Framework, WTO) and Antony Taubman (WTO) and panelists from the development community including: Fiona Shera (DFID, UK); Charles Schwartz (USAID, US); Hans-Peter Egler (State Secretariat for Economic Affairs, Switzerland) and the African Development Bank,* will join in discussions with Conference participants on the range of issues raised in the presentations and related issues. The objective of the session will be to raise awareness about the support developing countries, in particular LDCs, need to overcome the barriers that constrain their ability to benefit from the globalization of trade and, consequently, help reduce poverty.

15.45–18.00 THEMATIC SESSION 2

SCIENCE, TECHNOLOGY AND INNOVATION FOR DEVELOPMENT

History shows that humankind has frequently turned to technological solutions for dealing with the threats and challenges confronting society. Policies and structures designed to stimulate technological innovation and, equally importantly, to facilitate the transfer of technology to those who need it, are therefore directly relevant to the consideration of the ways in which the global community can respond to such problems. A well-designed and effective IP system offers a strategic tool for Member States seeking to support national innovation and technology transfer processes.

Conscious of the role that sound innovation support infrastructures, professional IP management expertise and technology licensing skills can play in order to stimulate the creation and diffusion of new technologies, a number of Member States have already moved towards the development and adoption of national strategies which anchor IP asset management and exploitation considerations within national policy-making processes related to innovation, science and technology, trade and export promotion, human resource development and education.

In this regard, much work is still required to strengthen the understanding of the cross-cutting links between IP policy and the broader national development plans which cover a wide range of public policy issues. The Conference will seek to explore the different ways that IP is supportive of other public policy areas (such as health, agriculture, climate change etc.) and why it is important for donors to reflect this in their work.

It is in the area of IP policy that WIPO's work obtains even more relevance. Besides finding new and more efficient ways of managing IP assets, WIPO and its Member States must primarily look at the fundamental values and standards of IP protection so as to understand their adequacy to the goals of promoting the creation and the circulation of science, technology and innovation. This requires re-assessing the global environment and using the global IP framework as an important tool for supporting businesses, ideas, job and wealth creation in all parts of the world. The Conference will ask some crucial questions in this direction, as a promise of a renewed dialogue on the multilateral IP framework.

Keynote Introduction [Speaker details to be confirmed](#)

Presentations

Supporting Universities and Research Organizations in the Arab Region

Presentation by Abdalla A. Alnajjar Banihammad (President, Arab Science and Technology Foundation (ASTF), Sharjah, United Arab Emirates) on the ASTF's work to support research institutions in the Arab region to commercialize scientific research through initiatives such as the establishment of technology transfer offices

Technology Transfer: Agriculture and Plant Variety Protection

Jinyoung Yoon (Republic of Korea) will present on experiences in the Republic of Korea of technology transfer and plant variety protection. Agriculture needs to provide sustainable food security and economic development in the context

of current and future global challenges. New plant varieties play a critical role in providing a dynamic and sustainable agriculture that can meet those challenges; plant variety protection is a key factor in encouraging plant breeding and in transferring that technology to farmers. Since the introduction of a system of plant variety protection in the Republic of Korea, many university researchers have become involved in breeding commercial varieties and, in some crops (rice and lily examples), farmers have also become engaged in breeding (farmer breeders). The “breeder’s exemption” in the UPOV Convention means that breeders can freely use protected varieties in their breeding programs, and Korean breeders have used foreign-bred protected varieties to develop new varieties of interest for the domestic and global market.

Technology Transfer: R&D Networks and IP Hubs

WIPO and ten partner institutions have designed and implemented an interdisciplinary project to support developing country research and development (R&D) institutions in protecting, managing and commercializing their intellectual achievements. The project is based on R&D Networks and Intellectual Property (IP) Hubs as a model which may foster scientific collaboration, improve results, optimize resource allocation by using economies of scale and reduce the costs of research and IP protection, management and commercialization for the Network Member Institutions. The project was implemented in the Health R&D Sector of selected developing country sites including Colombia.

Based on the positive results achieved, Colombia is ensuring the sustainability of the Health R&D Network and IP Hubs and reproducing the same model in two other sectors, Agriculture and Energy. The first part of the presentation will look in more detail at the Colombian experience.

In the second part of the presentation, Sanaa Botros (Task Force Member, African Network for Drugs and Diagnostics Innovation (ANDI), Theodor Bilharz Research Institute, Egypt) and Bernadette Ramirez (ANDI/TDR) will present on the on-going discussions with WIPO on future cooperation using patent information and the WIPO R&D Network and IP Hubs model with respect to ANDI’s IP management (e.g. use of training programs and materials developed for the R&D Networks and IP Hubs Project).

The meeting to launch the plan for an African Network for Drugs and Diagnostics Innovation (ANDI) took place in Cape Town in early October 2009 and adopted the Strategic and Business plan for ANDI (2010 - 2015) as presented by the Task Force “to increase new health products developed in Africa by Africans (...) ANDI would strengthen these intra-continental links, providing funding for networked collaborative research across countries, as well as supporting IT infrastructure and the negotiation and management of intellectual property rights, including patents.” The meeting urged “international organizations including the WHO, UNESCO, WIPO, WTO, World Bank and African Development Bank to support the rapid implementation of ANDI strategy and business plan, and provide technical support as appropriate”...and called “upon WHO and the African Development Bank to work with partners to fast track the establishment of an African Innovation Fund (...)”.

International Development Research Centre (IDRC, Canada) – Project: “Accessing Patented Knowledge for Innovation”

Presentation by Veena Ravichandran, Ph.D (Senior Program Officer, Innovation, Policy and Science (IPS), International Development Research Centre) on IDRC’s Innovation, Technology and Society (ITS) Program Initiative which currently funds a global project aimed at identifying ways of making patented technology and information more easily accessible for research and innovation. National patent laws that include research exemption clauses in a practical way, encouraging compulsory licensing of specific patented technologies and the use of patent pools and patent clearinghouses to share knowledge are some examples. The ITS project, “Accessing Patented Knowledge for Innovation” supports 9 young researchers, selected globally on a competitive basis to study how such opportunities can be potentially leveraged within their national laws and national socio-economic contexts. The researchers are from Botswana, Brazil, Cameroun, China, India, Mexico, the Philippines and Tanzania and are currently in the final stages of their research. Their research falls under three categories of leveraging patented information, namely, compulsory licensing, patent pooling and research exemptions. The expectation from this project is that it will support research capacity building in these countries around IPR and national IPR laws to improve research and innovation capacity at the national level.

Technology and Innovation Support Centres

Access to state of the art information is an important part of the innovation process. Innovators tend to build upon the research work of others and need to use their often limited resources in the most effective way possible. In the patenting process that may follow, access to previously published patents and patent applications helps to establish the novelty of a new invention, avoid infringement of others’ inventions, and improve the patent drafting process to improve the quality of a patent application.

Technology and Innovation Support Centres (TISCs) are intended to provide the local research and business community with expert assistance in finding technological information. They should provide resources such as online access to patent databases and to scientific and technical journals, as well as assistance in searching these vast and complex collections of tens of millions of documents. Assisting offices in developing countries and LDCs to establish TISCs is a new WIPO program starting in 2009 building upon the successful experience of similar centers in developed countries.

With respect to access to scientific and technical journals, the presentation will also cover the Access to Research for Development and Innovation (aRD*i*) program which is coordinated by WIPO together with its partners in the publishing industry with the aim to increase the availability of scientific and technical information in developing countries. By improving access to scholarly literature from diverse fields of science and technology, the aRD*i* program seeks to reinforce the capacity of developing countries to participate in the global knowledge economy; and support researchers in developing countries in creating and developing new solutions to technical challenges faced on a local and global level.

Currently, 12 publishers provide access to over 50 journals for 107 developing countries through the aRD*i* program.

09.00–10.15 THEMATIC SESSION 2

SCIENCE, TECHNOLOGY AND INNOVATION FOR DEVELOPMENT**Round Table – Science, Technology and Innovation for Development: IP as a cross-cutting development issue**

The Roundtable will explore the role of science, technology and innovation for development following on from the presentations and will look at the cross-cutting role of IP as it relates to other public policy areas, in particular policies which have an impact on development (health, education, climate change). It will identify why development agencies and other partners for development need to incorporate IP into their development strategies and support developing countries in building cross-cutting policy coherence that serves their economic, social and cultural needs. The Roundtable will also look at the issue of technology transfer and ways to access funds for IP projects as they relate to science, technology and innovation for development. In addition to government representatives and relevant experts from WIPO, panelists will include Alfred Watkins (World Bank), Richard Wilder (Microsoft), Veena Ravichandran (IDRC), and Bowman Heiden (Qatar Science and Technology Park and the Qatar Foundation).

10.15–13.00 THEMATIC SESSION 3

THE DIGITAL DIVIDE: IP IN THE DIGITAL ENVIRONMENT

The copyright system has a critical role to play in helping bridge the digital divide. In this rapidly evolving technology environment it is important to ensure that the international legal framework, serves to stimulate the wide diffusion of creativity to the advantage of the cultural, social and economic development of all countries. In the context of this Conference the focus is specifically on the needs of developing countries and LDCs. Licensing and effective management of rights is a key area for the successful deployment of the digital environment and requires country specific capacity-building and awareness raising activities. Technologies for registration, location and preservation of creative works are becoming essential tools for secure, rich and user-friendly distribution of knowledge. In addition, national studies on the economic contribution of the creative industries can support evidence based policy making and help developing countries integrate such policy considerations into their national development strategies. Emerging areas of interest for creators include issues related to business models and IP valuation in specific creative industries.

Composers, writers, musicians, singers, performers and other talented individuals are among society's most valuable assets. The fabric of our cultural lives is enriched by their creative genius. In order to develop their talent and encourage them to create, we have to give those individuals incentives, namely remuneration in return for permission to make use of their works. An effective means of achieving this is through Collective Management Organizations which provide an important link between creators and users of copyrighted works because they ensure that, as owners of rights, creators receive payment for the use of their works. WIPO's legal and technical assistance addresses in a development oriented way the promotion and creation of collective management infrastructures. Export of digital content (films, animation, pictures, photos etc.) and, in particular online music has untapped potential to become a new revenue stream for the economy of developing countries. In order to unleash this potential, there is a need to assist music industry companies and independent musicians alike, to move into new digital marketplaces, sell their music from their own websites, and monitor the online use of their work. WIPO assists developing countries to build capacity through concrete and business-oriented activities.

Keynote Introduction [Speaker details to be confirmed](#)

Presentations**Culture as tool for sustainable livelihoods: practical training in cultural documentation and IP management for local communities.**

Presentation by Ann Sintoyia Tome (Maasai Cultural Heritage Foundation Culture, Kenya). As a manifestation of a people's identity as well as being creative and dynamic, culture is an economic asset and a fundamental component of sustainable development. Traditional cultural expressions, such as music, art and performances, can provide a source of income and employment to indigenous and local communities.

WIPO's Creative Heritage Project provides practical training to indigenous and local communities in recording, digitizing and disseminating their creative cultural expressions and in managing IP issues and options when doing so. WIPO, in partnership with the American Folklife Centre/Library of Congress, the Centre for Documentary Studies at Duke University and the National Museums of Kenya, ran a pilot of such a training program for the Maasai community of Laikipia, Kenya and in 2008 and 2009. The intensive, hands-on curriculum included project planning, research ethics, photography, sound and audio-visual recording techniques, digital archiving methods, and database and website development.

WIPO staff provided the IP component of the training in cooperation with the US Copyright Office. WIPO has purchased a basic kit of recording and other ICT equipment for the community, helped the community to develop its own IP policies and protocols and further developed linkages between the community, the national museum and the national IP offices in Kenya. Early results from evaluation of the pilot are encouraging, and WIPO and its partners have received several requests from other communities to participate in such a program. Cultural institutions – such as museums and archives – in developing countries have also requested such a training program.

Promoting Access to Reading Materials for the Blind and Visually Impaired (The VIP Project).

Presentation by Chris Friend, World Blind Union (WBU) and Tarja Koskinen-Olsson, Honorary President, International Federation of Reproduction Rights Organizations (IFRRO). Today, persons who are blind, visually impaired or have other print disabilities (VIPs) only have access to a very limited number of locally held accessible works. The overall aim of this project is to use the tools that copyright provides to give VIPs access to a global library of accessible works in the developing and developed world.

This aim will be achieved through two complimentary sub-projects identified by the WIPO Stakeholder Platform. Firstly, a work stream that enables a global technical infrastructure. Secondly, the development of an international network of intermediaries that creates the necessary trust to enable cross-border file distribution.

The development and implementation phase will last three years. Emphasis will be on technical development and standards deployment in the beginning. As the standards become integrated focus will shift to promotion and training. A pilot project will then provide outreach into low capacity countries, especially in LDCs and in Africa.

Funding is sought, either for particular modules, or in the form of pro rata support for the overall project.

Trade in Digital Content: Online Music – Export Opportunities for Developing Countries

Presentation by Rokhaya Daba Sarr, (Bureau Export de la Musique Africaine & Tringa Musiques et développement) on the WIPO/ITC Project – Trade in Digital Content. The aim of the project, handled in cooperation with the International Trade Centre (ITC), is to assist developing countries to develop solutions for the marketing and export of digital content online, with an emphasis on digital music.

Resource mobilization is to be used to assist them to better integrate digital content into the online music value chain and the digital marketplace. The project offers concrete and business-oriented engagement to create market and distribute digital content on the basis of training in e-skills development and business networking with major global online distributors.

Roundtable: Bridging the Digital Divide – IP in the Digital Environment

This Roundtable Session will discuss the various issues related to copyright in the digital environment, from the developing country perspective of the music industry (Rokhaya Daba Sarr), film industry (Madu C. Chikwendu, MCM Group, Nigeria) and the publishing industry (Brian Wafawarowa*, New Africa Books). Export of digital content has untapped potential to become a new revenue stream for the economy of developing countries. WIPO assists developing countries to build capacity through concrete and business-oriented activities and, together with developing countries, is increasingly seeking to identify relevant development partners for this work. The objective of the Roundtable will be to help explore the issues and identify the types of partnerships required to accelerate this work.

13.00 -14.00 LUNCHTIME PRESENTATION

The new UN Business Partnership Program

Matthew Gow (Project Manager, Global Hand) will provide a presentation on the new UN and Business partnerships website <http://business.un.org>. The new website will facilitate matchmaking between the private sector and the UN system in order to assist the formation of new partnerships. It will allow UN agencies to reach out to the private sector and will guide corporations towards appropriate partnership.

14.15 – 14.45 AFTERNOON

The Development Impact of IP: Economic Studies

Carsten Fink (Chief Economist, WIPO) will outline the work to be undertaken by the newly created division for economic studies at WIPO. This work is aimed at meeting the increasing demands for more analysis of the economic impact of IP systems. A first step in this process is to develop methodologies, building on best practices and on existing economic research methods. These methodologies will be published as a resource for researchers worldwide. This work will also bring a new element of economic research methods to WIPO's work.

14.45 – 16.00 THEMATIC SESSION 4 PUBLIC PRIVATE PARTNERSHIPS FOR IP AND DEVELOPMENT

Keynote Speaker details to be confirmed
Introduction

Roundtable: Public Private Partnerships for IP and Development

The United Nations has, in recent years, introduced a number of initiatives to reach out to the private sector especially in terms of supporting the UN's work in developing countries. The aim of this is to harness the skills, knowledge and resources of the private sector, in partnership with the UN family, to help meet development needs and the achievement of the Millennium Development Goals. Much has been learnt about the most effective ways of developing such partnerships and appropriate guidelines have been developed to ensure their smooth running. Nowhere are the particular skills, knowledge and resources of the private sector more pertinent than in the field of intellectual property. This Roundtable will provide an opportunity to look at experiences of other UN organizations and examine current UN public private partnership initiatives and guidelines. In doing so, the aim will be to help map out the next steps for WIPO that might enable it to develop such public private partnerships in support of development, while ensuring that appropriate guidelines are in place which provide the necessary assurances for all parties; developing countries, WIPO and private sector partners.

16.00 – 18.00 REVIEW AND CLOSING SESSION

Review Session: Mobilizing and Managing Extrabudgetary Resources for IP and Development at WIPO **Moderator: Sherif Saadallah, Executive Director, Department of External Relations, WIPO**

This panel discussion will review the experiences of WIPO's existing donors on working with WIPO and explore options to improve our work in this area. It will provide an opportunity to explore additional and alternative funding modalities and management arrangements for potential new donors. The discussion will also draw on the various presentations and panel sessions that have taken place during the Conference to help identify and outline some

next steps for WIPO in terms of how to respond to WIPO Development Agenda Recommendation 2 and how best it can help developing countries meet their development needs in particular through donor funding, and the establishment of Funds-in-Trust or other voluntary funds within WIPO specifically for LDCs, while continuing to accord high priority to finance activities in Africa through budgetary and extra-budgetary resources, to promote, *inter alia*, the legal, commercial, cultural, and economic exploitation of intellectual property in these countries. Panelists will include [Jorge Ávila](#) (President of Brazilian National Industrial Property Institute (INPI Brazil)); [Koji Yonetani](#) (Director for IP Affairs, Ministry of Foreign Affairs, Tokyo); and [Jean-Baptiste Mozziconacci](#) (Head of Technical Cooperation, French National Industrial Property Institute (INPI France)).

CLOSING SESSION

Concluding address by Geoffrey Onyema, Assistant Director General

** Awaiting final confirmation*

