

**Small and Medium -sized Enterprises Division (SMEs Division)
World Intellectual Property Organization (WIPO)
List of Main Activities (January 2002 – December 2002)**

A. Activities in Africa

1. Video Conference between the United Nations Economic Commission for Africa (ECA) and WIPO -WWA (Addis Ababa, Ethiopia, February 6, 2002)

A representative of the SMEs Division of WIPO made a presentation by Video Conference on "IP & African Women Entrepreneurs: Making Effective Use of the Intellectual Property System". African women entrepreneurs from English speaking African countries, who were attending an ECA training program in Addis Ababa, Ethiopia, were the beneficiaries.

2. Joint WIPO and ITC Workshop at the Dakar Biennial (Dakar, Senegal, May 14, 16 and 18, 2002)

WIPO and the International Trade Centre (ITC) jointly organized a workshop at the Dakar Biennial (Dak'Art 2002) on "Contemporary African Art and the International Market." The focus of the workshop was to assist African artists and small enterprise commercializing their products in international markets. Particular attention was devoted to issues concerning the IP rights of artists and the importance of IP for generating revenues from artistic works. There were some 80 participants. A representative of the SMEs Division of WIPO made a presentation on "The international IP system and its branches in Africa" and "IP, a valuable business asset", and presented a case study of an African entrepreneur. The texts of all the presentations made at the workshop are available online (in French) on ITC's website at: <http://www.intracen.org/mds/sectors/artisanal/dakarep.pdf>. WIPO's presentations (also in French) are available at: <http://www.wipo.int/sme/fr/activities/meetings/dakar02/index.htm>.

3. Expert Mission on Textile Designs (Ghana, Ethiopia, Kenya and Nigeria, June 1 to July 31, 2002)

Together with an external consultant and a representative of the Africa Bureau of WIPO, a representative of the SMEs Division of WIPO participated in a mission to the above-named countries. A key purpose of the mission was to identify potential products in the textile sector in the three countries, in which the use of the IP system could be shown to contribute to wealth creation and economic growth. However, on surveying the status of the SMEs in the textile industry and ascertaining their level of awareness and use of the IP system, it was felt that a lot needed to be done first on creating awareness of the relevance of IP assets before focussing on the use of the IP system as a business tool. The main

achievement of the mission was the establishment of useful contacts with SME support institutions with a view to continuing the dialogue for initiating the process of IP awareness creation.

4. WIPO National Seminar on Industrial Property and the Patent Cooperation Treaty (PCT) (Port Louis, Mauritius, July 15 to 16, 2002)

The SMEs Division prepared and provided a document on "Export promotion of SMEs: the role of intellectual property". The full text is available at the Cooperation for Development's Division from WIPO at:

http://www.wipo.int/cfdpct/en/meetings/2002/pct_mru/doc/pct_mru_02_5.doc.

5. Fifth International Conference of NASME on "Enhancing the Competitiveness and Growth of SMEs" (Abuja, Nigeria, September 16 to 19, 2002)

At the invitation of the Nigerian Association of Small and Medium-sized Enterprises (NASME) a representative of the SMEs Division of WIPO participated in the Conference and presented a paper on "Intellectual Property for SMEs". The text of the presentation is at <http://www.wipo.int/sme/en/documents/index.htm>

6. Enforcement of Intellectual Property Rights Workshop (Dar Es Salaam, Tanzania, December 2 to 6, 2002)

At the invitation of the Tanzania Business Registrations and Licencing Agency (BRELA) a representative of the SMEs Division of WIPO participated in the workshop and presented a paper on "SMEs and ICTs: Opportunities Created by Effective Use of IP Tools". The workshop was jointly organized by the International Law Institute (IDLI) of Italy and the Economic and Social Action Research Foundation (ESRF) of Tanzania.

7. Awareness Creation Mission on WIPO SMEs Initiative (Lusaka, Zambia, December 9 to 11, 2002)

At the request of the Government of the Republic of Zambia, a representative of the SMEs Division of WIPO undertook a three-day mission to Zambia with the objective of meeting SME stakeholders and inform them on the WIPO SMEs Initiative. The mission also provided an opportunity for a detailed discussion with stakeholders aimed at identifying specific concerns of SMEs in Zambia and chart a strategy on how to address the identified issues.

B. Activities in Arab Countries

8. UNESCWA Expert Group Meeting on Enhancing Competitiveness through the Promotion of Innovative Approaches in SMEs (Manama, Bahrain, June 10 to 12, 2002)

There were some 70 participants in the meeting which was organized by the UN Economic and Social Commission for Western Asia (UNESCWA) in cooperation with UNIDO, WIPO and UNCTAD. The meeting examined innovative approaches in the widest sense of "any relevant business and management idea". A representative of the SMEs Division of WIPO made a presentation on "Using the IP system for the Business Success of SMEs", and discussed with officials of the UNESCWA about the possibility of joint future activities in the region. Information and documents of the meeting are at: <http://www.escwa.org.lb/information/meetings/events/10-12june/main.html>

C. Activities in Asia and the Pacific

9. Meeting of Heads of IPO Offices of Asia and the Pacific (Manila, Philippines, February 18 to 20, 2002)

A meeting of Heads of Industrial Property Offices of countries in Asia and the Pacific region, held on February 18 to 20, 2002 in Manila (Philippines), policies for encouraging the use of the IP system by SMEs were discussed in some detail. The document "WIPO and Small and Medium-sized Enterprises" presented by WIPO (which was prepared by the SMEs Division) is available at: http://www.wipo.int/sme/en/documents/pdf/sme_asia.pdf.

10. WIPO Asian Regional Workshop on the Use of Information Technology and Management of Industrial Property Rights by SMEs (Bangkok, Thailand, February 25 to 27, 2002)

A representative of the SMEs Division of WIPO made a presentation on "The role of WIPO in Fostering Competitiveness of SMEs". The Workshop was organized by WIPO, in cooperation with the Department of Intellectual Property of Thailand (DIP) of the Thailand Ministry of Commerce, and with the assistance of the Japan Patent Office (JPO). Some 40 foreign and 90 local participants including, in particular, from the SME support sector, attended the meeting. Documents of the workshop may be viewed at: http://www.wipo.int/sme/en/activities/meetings/bkk_02/ip_bkk_02.htm.

11. WIPO Second Forum for the Protection of Intellectual Property Rights in China Light Valley (Wuhan City, Hubei, China, June 18 to 20, 2002) **and official discussions** Beijing, June 21, 2002)

A representative of the SMEs Division of WIPO made a presentation on "International Trends in the Development of IP Rights". There were some 100 participants from high tech enterprises at the Forum.

On June 21, 2002, in Beijing, the representative of the SMEs Division of WIPO held discussions, on matters of mutual interest, with officials of the State Intellectual Property Office (SIPO), and of the Department of Small and Medium-sized Enterprises, State Economic and Trade Commission.

12. WIPO Regional Training Course on IP for Developing Countries of Asia and the Pacific and Discussions with Government, SME Support Institutions, etc (Colombo, Sri Lanka, June 18 to 29, 2002)

A representative of the SMEs Division of WIPO made two presentations; one on "Best Practices in Using the IP System to Improve the Competitiveness of SMEs" and the other on "Case Studies on IP Management by Enterprises for Business Success". The course was organized by WIPO in cooperation with the Government of Sri Lanka and with the assistance of the Sri Lanka Foundation Institute.

Also in Sri Lanka, on June 27 and 28, 2002, the representative of the SMEs Division of WIPO held discussions with the Minister of Industries, representatives of SME Support Institutions, including publicly funded R&D Institutions, and NGOs, concerning elements of a possible Nationally Focused Action Plan (NFAP) on IP for SMEs in Sri Lanka.

13. WIPO Asian Regional Symposium on the Importance of IP System for High-Tech Industries (Guangzhou, China, July 10 to 12, 2002) **and WIPO National Training Course on IP for Entrepreneurs** (Guangzhou, China, July 15 to 19, 2002)

A representative of the SMEs Division of WIPO made six presentations; two in the regional event and four in the national.

In the regional event, the presentations were on (1) "Corporate Image, Product Positioning and Brand Equity: The Successful Use of Trademarks and Industrial Designs Creation, Development, Management and Use in Marketing and Advertising" and (2) "Role of WIPO in Promoting the Use of the IP System by High Tech SMEs; IP services in Science and Technology Parks and Business Incubators".

Also in Guangzhou, the representative of the SMEs Division of WIPO held discussions with the Commissioner of the Guangdong IPO Office for a possible pilot project on IP for SMEs in the province, focussing on IP needs of six different categories of SMEs in clusters.

14. WIPO Nationally Focused Action Plan (NFAP) for the Philippines (2002 to 2003)

Together with the ASPAC Bureau of WIPO, the SMEs Division of WIPO assisted in the elaboration of an NFAP, entitled: "Assistance in Enhancing the National Capacity for Intellectual Property Public Outreach of the Philippines". The objective of the NFAP is to strengthen the national capacity of the Philippines to undertake systematic and sustainable IP awareness, educational and promotional programs geared to specific target groups, namely industry and SMEs, the student and university sector, inventors and creators and the general public. A report is currently being prepared by a national expert under the guidance of the SMEs Division. At a later stage, a national seminar will be organized, among other things.

15. WIPO Nationally Focused Action Plan (NFAP) for Mongolia (2002 to 2003)

Together with the ASPAC Bureau of WIPO, the SMEs Division of WIPO assisted in the elaboration of an NFAP, entitled: "Strategic Assistance for Enhancing the Use of the Intellectual Property System in Mongolia". The objective of the NFAP is to strengthen the capacity of the IP community, including the business community in Mongolia, to effectively access and utilize the IP system for socio-economic and cultural development. A report is currently being prepared by a national expert under the guidance of the SMEs Division. At a later stage, a national seminar will be organized, among other things.

16. Study on "The Impact of the Industrial Property Rights System on Technological Innovation by the Hi-Tech Firms in the Republic of Korea"

The SMEs Division contributed to the study by providing comments and components on IP related to high-tech SMEs. The study was monitored jointly by WIPO and the Korean Intellectual Property Office (KIPO), and was implemented by the Institute of Economic Research, Seoul National University of Korea.

17. Annual Small Scale Industries Conference in India (New Delhi, India, August 28, 2002)

A representative of the SMEs Division of WIPO made a presentation on the "Benefit of IPRs for SMEs" in the Annual Small Scale Industries Day Conference held in New Delhi on August 28, 2002. There were some 1000 delegates, representing the State and Union Territory Governments, the private sector and the NGOs working for the SME sector in India from the 25 State Governments and seven Union Territories of India.

18. Video Conference Presentation on "E-Commerce, Intellectual Property and Competitiveness of Copyright SMEs: Role of WIPO" in National Event on IPRs for SMEs in the Cultural Industries (New Delhi, India, August 29, 2002)

The Ministry of Human Resources Development, Government of India organized a one-day, pioneering, highly successful, pilot video conferencing event in cooperation with WIPO and the Indira Gandhi National Open University, New Delhi, on the above-mentioned subject. A representative of the SMEs Division of WIPO participated by video conferencing from Geneva. The video conference was simultaneously seen by participants in six Indian cities who represented the various copyright industries such as software, music, films, book publishing, the legal and academic fraternity, policymakers

and bureaucrats from related ministries, national level chambers of commerce and industry.

19. Seminar on “IPR Policy for Indian Institute of Technology” (Mumbai, India, August 31, 2002)

A representative of the SMEs Division of WIPO participated in a one-day workshop on “IPR Policy for Indian Institute of Technology (IIT) and its Business Incubator” in Bombay/Mumbai, India, and made a presentation on “IPR Services in Business Incubators.” The representative of the SMEs Division of WIPO provided guidance for elaborating and refining the draft IP policy of IIT, Bombay and on IPR issues in preparing business plans for start-up enterprises in the business incubators of IIT, Mumbai.

20. Workshop on “Organizing Training of Trainers Program in IPRs for SMEs” (Hyderabad, India, September 2, 2002)

At the request of the Development Commissioner, Small Scale Industries (SSI), Government of India, a representative of the SMEs Division of WIPO participated in the workshop and discussed practical options for (1) development of curriculum and training material and (2) building up of library resources for training the trainers. Based on the discussions, a proposal is being formulated by NISIET for possible review and assistance of WIPO.

21. WIPO Asian Regional Seminar on Intellectual Property Strategy for Small and Medium-Sized Enterprises (SMEs) (Daeduk, Taejeon, Republic of Korea, November 26 to 28, 2002)

The regional seminar was organized by WIPO in cooperation with the International Intellectual Property Training Institute (IIPTI) and the Korea Intellectual Property Office (KIPO). About 40 participants from 20 Asian countries took part in the Seminar and discussed various IP issues of relevance to SMEs as well as best practices in promoting the use of the IP system by SMEs. Two representatives of the SMEs Division of WIPO participated in the Seminar, and made presentations on “Overview of the Objectives, Strategies and Activities of the SMEs Division of WIPO”, “Strategies in Using Trademarks and Industrial Designs in Marketing and Advertising”, and “A Case Study on the Successful Use of the IP System by SMEs.”

22. Three National Workshops on “Enhanced Competitiveness of Small and Medium Industries through Application of New Technologies” (Phnom Penh, Cambodia, November 26 - 28, 2002; Vientiane, Lao PDR, December 11 - 13, 2002; Dhaka, Bangladesh, January 7 - 9, 2003)

At the request of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP), a representative of the SMEs Division of WIPO participated in each of the events and made a presentation on the topic entitled “Best practices in Providing IP Services to Beneficiaries of Business and Technology Incubators”. In each workshop, some 40 representatives from the public sector and the national private sector from the respective countries participated.

23. WIPO-FIEA International Symposium on the Commercialization of Invention in the Global Market (Seoul, Republic of Korea, December 4-7, 2002)

The symposium was jointly organized by WIPO and the International Federation of Inventors' Associations (IFIA) with the cooperation of the Korean Intellectual Property Office (KIPO) and the Korea Invention Promotion Association (KIPA). A representative of the SMEs Division of WIPO made a presentation on the "Strategies and Activities of the SMEs Division of WIPO".

24. The Global Summit on SMEs (New Delhi, India, December 20 and 21, 2002)

The summit was jointly organized by the Ministry of Small Scale Industries, Government of India in association with the Federation of Indian Chambers of Commerce and Industry (FICCI), the National Small Industries Corporation (NSIC) and the Small Industries Development Bank of India (SIDBI) and inaugurated by the Prime Minister of India. A representative of the SMEs Division of WIPO made a presentation on SMEs and Globalization.

D. Activities in Certain Countries in Europe and Asia and Countries Members of the Central European Initiative (CEI)

25. UNECE Seminar on the Role of Intellectual Property Rights in Business Development (Warsaw, Poland, April 12, 2002)

Within the framework of the UNECE Advisory Group on the Protection and Implementation of Intellectual Property Rights for Investment, a seminar "The Role of Intellectual Property Rights in Business Development" was organized in Warsaw (Poland) on April 12, 2002 in cooperation with the International Chamber of Commerce of Poland. There were some 50 participants. A representative of the SMEs Division of WIPO made a presentation on "Fundamentals of IP Management for SMEs", which is available at: <http://www.wipo.int/sme/en/documents/pdf/poland.pdf>.

26. WIPO National Seminar on SMEs and Intellectual Property (Polana Braşov, Romania, May 14 and 15, 2002)

This seminar was co-organized by WIPO and the State Office for Inventions and Trademarks. Experts from Denmark, Finland, Norway, Romania and WIPO officials made presentations on policy recommendations at the national and international levels as well as on SME empowerment through the protection and commercialization of IP. The Romanian Minister for SMEs and Cooperatives and over 120 participants were present at the workshop. Presentations are available online at: http://www.wipo.int/sme/en/activities/meetings/romania_02/index.htm.

27. National Forum on Using the Intellectual Property System for Business Success of Small and Medium -sized Enterprises (Valletta, Malta, May 27, 2002)

The Forum was organized by WIPO in cooperation with the Industrial Property Office and the Small Business and Crafts Directorate Commerce Division Ministry for Economic Services of Malta. It was the first WIPO event in Malta. Some 90 participants attended the forum, representing both the private sector and SME support institutions. A member of the SMEs Division made a presentation on "Managing IP Assets for Enhancing the Competitiveness of SMEs; WIPO's Program for Assisting SMEs" which is at: http://www.wipo.int/sme/en/activities/meetings/malta_02/index.htm.

28. Second International and Sixth National Conference on Small Businesses (Sibernik, Croatia, June 6 and 7, 2002)

There were 425 participants, about half from the business sector and the rest from SME support institutions. A representative of the SMEs Division of WIPO made a presentation on "The Role of the IP System in Development and Marketing of New Products", which is at: <http://www.wipo.int/sme/en/documents/pdf/lifecycle.pdf>.

29. Seminar on IP and SMEs (Bratislava, Slovakia, October 8 and 9, 2002)

WIPO in cooperation with the Intellectual Property Office of the Slovak Republic organized a regional seminar on SMEs and IP. A representative of the SMEs Division of WIPO made presentations on the following two topics: "The Importance of IP for the Competitiveness of SMEs" and "Using Trademarks, Industrial Designs, Geographical Indications and Trade Secrets for the Business Success of SMEs".

30. Seminar on IP and SMEs (Belgrade, Yugoslavia, November 12 and 13, 2002)

The Federal Intellectual Property Office of Yugoslavia organized, in cooperation with WIPO, a regional seminar on IP and SMEs. A representative of the SMEs Division of WIPO participated and made two presentations in this event.

31. Fifth Summit Economic Forum (SEF) of the Central European Initiative (CEI) (Skopje, Macedonia, November 13 - 15, 2002)

The Forum was linked with the CEI Summit Meeting of the Heads of Government and attracted industry leaders, senior government officials from the 17 CEI member countries, international organizations, and hundreds of businessmen. The Forum was focused on the needs of the entrepreneur investing in Central Europe. Some 1200 took part. Two representatives of the SMEs Division of WIPO attended the Forum in Macedonia and made a number of presentations. Information on the Forum is available at: www.ceinet.org/CEIForum.

As a contribution to the Summit Economic Forum, UNECE also prepared a handbook for investors, "Investiguide 2002 - 2003". The SMEs Division provided a chapter entitled "IP for Business Success of SMEs in the CEI Region", which has been incorporated in the handbook.

32. Seminar on “Bridging the Gap between Innovative Concept Implementation and Commercialization”, (Warsaw, Poland, December 18, 2002)

A representative of the SMEs Division of WIPO made a video presentation, broadcasted between WIPO and the Polish Academy of Science, Warsaw, on the “role of the intellectual property in implementation of innovative concepts (best practices)”, in an event organized by ITPO, Warsaw, which is part of UNIDO.

E. Activities in Latin American Countries and the Caribbean

33. WIPO Workshop on SMEs and IP for MERCOSUR Countries (Rio de Janeiro, Brazil, April 8 and 9, 2002)

On April 8 and 9, WIPO invited representatives from the IP offices, SME government focal points and SME associations from Argentina, Brazil, Paraguay and Uruguay (altogether, some 20 senior officials and representatives) to a workshop in Rio de Janeiro (Brazil) for discussing strategies for promoting a wider and more effective use of the IP system by SMEs. The report adopted at the workshop provides guidelines for future action to enhance cooperation among the institutions represented in the workshop. The program, presentations and reports are available (in Spanish) at: http://www.wipo.int/sme/es/activities/meetings/rio_02/index.htm.

34. WIPO Regional Meeting of Heads of Intellectual Property Offices of Caribbean Countries (Paramaribo, Suriname, June 3 and 4, 2002)

A document on “Intellectual Property and Small and Medium-sized Enterprises in the Caribbean” was presented at the WIPO Regional Meeting of Heads of Intellectual Property Offices of Caribbean Countries which took place in Paramaribo, Suriname, on June 3 and 4, 2002. The document is available at: http://www.wipo.int/sme/en/documents/pdf/hip_pbm02_7.pdf.

35. WIPO National Seminar on the Profitable Use of the Industrial Property System in Developing Small and Medium-sized Enterprises (SMEs) (Mexico City, Mexico, August 27 and 28, 2002)

The LAC Bureau and the SMEs Division of WIPO jointly organized, in cooperation with the Instituto Mexicano de Propiedad Industrial (IMPI) and the Licensing Executives Society (LES), two seminars in Mexico. The first, a one-day seminar targeted start-up firms and newcomers to the IP system, and the other one-day seminar targeted established enterprises with some experience in using the IP system.

36. Course at the Autonomous University of Mexico (UNAM) (Mexico City, Mexico, August 29 and 30, 2002)

The course at the Autonomous University of Mexico (UNAM) targeted members of the Engineering Institute (researchers, future entrepreneurs, etc), as well as representatives from the private sector. A representative of the SMEs Division of WIPO participated and made four presentations on various aspects relating to IP and SMEs.

37. Workshop on IP and SMEs in El Salvador, Honduras and Nicaragua (September 16 to 27, 2002)

The LAC Bureau and the SMEs Division of WIPO jointly organized three national seminars in Honduras, El Salvador and Nicaragua in cooperation with national IPO Offices and the SME focal point in each country. The workshops were directed to SME entrepreneurs, artisan, SME cooperatives and associations and aimed at demystifying IP and presenting case studies of SMEs using the IP system.

38. WIPO/UNCTAD Subregional Workshop on the Caribbean Music Industry (Havana, Cuba, September 10 and 11, 2002)

A representative of the SMEs Division of WIPO participated in the WIPO/UNCTAD Subregional Workshop on the Caribbean Music Industry in Havana, Cuba, to discuss the reports/output of a WIPO/UNCTAD joint study of the music industry in three Caribbean countries, namely Cuba, Jamaica, and Trinidad & Tobago, and to formulate a plan of action for improving the competitiveness and contribution of the music industry to national employment, exports and economic development.

39. Regional Meetings of Heads of Industrial Property Offices and Copyright Administration of Latin America (Santiago, December 2 and 3, 2002)

The aim of the annual Meeting of Heads of Industrial Property Office and Copyright Administration was to discuss current progress in the area and to develop a work plan for cooperation activities for 2003. One of the topics included in the program of the meeting was "SMEs". A document entitled "WIPO and SMEs in Latin America" was distributed and a brief for a presentation was made on the current activities of the SMEs division. Participants made a series of specific requests to WIPO in the field of IP for SMEs.

F. Activities in Industrialized Countries

40. Seminar on IP for SMEs (Giardini-Naxos, Sicily, May 22 to 24, 2002)

A representative of the SMEs Division of WIPO participated in a satellite event called "Seminar for Italian SMEs" and made a presentation on "Innovation and exploitation of IP rights by SMEs" in the seminar on intellectual property for (mainly Italian) SMEs which was held in Giardini-Naxos (Sicily) on the occasion of the PATLIB conference that was organized by the European Patent Office in cooperation with the Italian Patents

and Trademarks Office. Some 40 entrepreneurs and representatives of SME support organizations attended the satellite event. More information on the seminar and on the PATLIB conference in general is available at: http://www.european-patent-office.org/epidos/conf/patlib2002/pres_down.php.

41. Seminar for Young Entrepreneurson Protection of IP (Geneva, Switzerland, September 12, 2002)

A representative of the SMEs Division of WIPO made a presentation on the Division's activities and its relevance for young entrepreneurs. The Seminar was organized by the Association for Generating Innovation in Lemania (GENILEM), a non-profit making association, which aims to revitalize the economic fabric of the areas surrounding lake Geneva. There were some 100 participants, including start-up entrepreneurs from the Swiss-Roman area, consultants, fund providers, and policymakers from the government.

42. Planned Launch Conference of the EU's Sixth Framework Program for Research (Brussels, Belgium, November 11 to 13, 2002)

The European Commission's Research Director General organized a major conference to mark the launch of the EU's Sixth Framework Program. Over 5,000 participants attended. In addition, an exhibition area was available to accommodate corporate stands to allow European and international organizations to present activities that may interest European researchers. A representative of WIPO took part in the Round Table discussion on "University and Industry Perspectives on Conditions for Sustainable and Mutually Beneficial Relations" for which a background paper was prepared by the SMEs Division of WIPO.

43. First Meeting of the High Level Task Force on Valuation and Capitalization of Intellectual Assets (Geneva, Switzerland, November 18 - 19, 2002)

The Meeting was organized by the United Nations Economic Commission for Europe (UNECE). The main purpose of the meeting was to identify challenges and obstacles faced by Member States in their efforts to effectively utilize IP assets for the benefit of development and social progress. A representative of the SMEs Division of WIPO participated in the meeting.

44. 19th Session of the Working Party on SMEs and Entrepreneurship (OECD, Paris, 9 - 10 December, 2002)

This session was devoted to carrying forward the « Bologna Process » i.e. the follow-up to the first OECD Ministerial Conference on SMEs. It was a preparatory meeting for a possible second Ministerial Conference, proposed to be held in Istanbul, Turkey, in June 2004.

G. Activities related to International Events

45. WASME XIII International Conference for SMEs (Gibraltar, April 13 to 15, 2002)

WASME's XIII International Conference for SMEs took place in Gibraltar from April 13 to 15, 2002. A representative of the SMEs Division of WIPO participated in the session entitled "Impact of the TRIPS Agreement of WTO on Access by SMEs to Market and Technology: How to Safeguard and Benefit from Intellectual Property". The conference provided an opportunity for developing new contacts and to strengthen cooperation with WASME. For more information on WASME's XIII International Conference for SMEs visit <http://www.wasme.gib2002.gi>.

46. WIPO Interregional Forum on IP and SMEs (Moscow, Russia, May 22 to 24, 2002)

The Moscow Interregional Forum on IP and SMEs took place from May 22 to 24, 2002, in the premises of the Russian Agency for Patents and Trademarks, co-organizer of the event. At the Forum, some 220 participants from 26 countries discussed international and national perspectives on improving access to and the use of the intellectual property system by SMEs. On the last day of the Forum, a Round Table discussion dealt with the key elements of an international plan of action on intellectual property and its use by SMEs. See: http://www.wipo.int/sme/en/activities/meetings/moscow_02/index.htm.

47. Expert Meeting on Financing Technology for SMEs (Geneva, Switzerland, October 28 to 30, 2002)

A representative of the SMEs Division participated in a three-day Expert Meeting on Financing Technology for SMEs organized by the United Nations Conference on Trade and Development (UNCTAD). The Expert Meeting examined best practice policies and mechanisms to finance technology that can be replicated in developing countries. During the meeting seventy five copies of CD-ROMs "Intellectual Property for Small and Medium-Sized Enterprises" were distributed. More information on the meeting is available on UNCTAD's website at: www.unctad.org/en/special/special.htm.

48. United Nations Global Compact and Swiss Business (Geneva, Switzerland, October 29, 2002)

A representative of the SMEs Division participated in the one day event which was sponsored and organized by the UN Global Compact, UN Conference on Trade and Development (UNCTAD) and the Swiss States secretariat for Economic Affairs (SECO). The event brought together the business community and the UN and addressed "shared values and principles which would give a human face to global market." More information on the event is available at <http://www.unctad.org/gcandswissbusiness/>

49. Meeting of the High Level Task Force on Valuation and Capitalization of Intellectual Assets of UNECE (Geneva, Switzerland, November 18 - 19, 2002)

A representative of the SMEs Division participated in the first meeting of the High Level Task Force on Valuation and Capitalization of Intellectual Assets which was held from November 18 to 19, 2002, at the United Nations, Geneva. The meeting was organized by the United Nations Economic Commission for Europe. More information is available at <http://www.unece.org/operact/enterp/taskf.htm>

50. Third Meeting of the International Network of SMEs (INSME) Steering Group (Rome, December 12, 2002)

The SMEs Division participated in the Third Meeting of the INSME Steering Group. The meeting was a follow-up to the First OECD Conference on SMEs and Globalization held in Bologna, July 2000, and was organized by the Italian Institute for Industrial Promotion. The INSME feasibility study was presented and discussions were held on the future structure and activities of the INSME network.

H. Other Activities

51. Cooperation with other IGOs

1. COOPERATION WITH THE INTERNATIONAL LABOUR ORGANIZATION (ILO)

In the framework of ILO's project to promote employment in the cultural sector, the SMEs Division provided its own as well as coordinated the comments/inputs of other organizational units of WIPO including, in particular, the Copyright sector, on IPRs in the following five studies in Africa:

- a. *ILO Research Study into the SME Development and the Creative Industries in the SADC Region – Music Industry* ;
- b. *ILO Research Study into the SME Development and the Creative Industries in the SADC Region – Performing Arts including Dance* ;
- c. *ILO Research Study into the SME Development and the Creative Industries in the SADC Region – Film and TV* ; and
- d. *ILO Research Study into the SME Development and the Creative Industries in the SADC Region – Ethno -Tourism.*
- e. *ILO Research Study into the SME Development and the Creative Industries in the SADC Region – Visual Art and Craft Industries* .

2. COOPERATION WITH THE INTERNATIONAL TRADE CENTRE (ITC)

a. *WIPO/ITC joint publication entitled "Marketing Craft and Visual Arts: The Role of Intellectual Property – A Practical Guide"*

The SMEs Division of WIPO and the Division of Product and Market Development of the International Trade Centre (ITC) are jointly preparing a practical guide for entrepreneurs, especially in developing countries, on the role of IP in marketing craft and visual arts. The Guide shall analyze all possible legal and other measures, by which entrepreneurs may protect their craft and visual art products, and/or by which they may build competitive advantages in the market place. The joint guide will be published in English, French and Spanish in the first quarter of 2003.

b. *ITC handbook entitled "Exporting Automotive Components: An answer book for small and medium-sized enterprises"*

ITC has published a guide providing SME managers in developing countries and transition economies with answers to questions in the automotive components sector. The SMEs Division of WIPO contributed a chapter on "SMEs and Intellectual Property" and included various inputs concerning general issues related to the relevance of intellectual property for businesses in the automotive components sector.

c. *ITC/WIPO joint Manual on Negotiating Technology License Agreements*

ITC and WIPO (SMEs Division and the LDCs Unit) are jointly preparing a Manual on Negotiating Technology License Agreements. The joint manual will be published in English in the first quarter of 2003.

3. COOPERATION WITH UNIDO

a. *Guide on Intellectual Property Rights (IPRs) for the Indian Toy Industry*

The National Program for the Development of the Toy Industry (NPDTI), jointly implemented by the Ministry of Small Scale Industries and Agro and Rural Industries, UNIDO, SIDBI and the Toy Association was launched in September 2000. The program involves the technological upgrade and market development of the Indian toy industry, as well as the establishment of a Toy Design and Development Institute. As part of the program, UNIDO has requested WIPO's technical assistance for preparing, at the expense of UNIDO, a practical guide on IP for the Indian toy industry. WIPO has sent informally drafted terms of reference for a national consultant to UNIDO, and is awaiting comments.

52. Cooperation With WIPO Worldwide Academy (WWA)

1. **WWA Interregional Intermediate Seminar on Industrial Property (June 5 -7, 2002)**

A representative of the SMEs Division of WIPO made a presentation in Discussion Group 2 on "SMEs and Intellectual Property: New Approaches"

2. **Summer School Program (July 29, 2002)**

A representative of the SMEs Division of WIPO made a presentation on "Intellectual Property and SMEs: Challenges, Opportunities and Role of WIPO"

3. **WWA Interregional Intermediate Seminar on Copyright (October 31, 2002)**

A representative of the SMEs Division of WIPO made a presentation on "Economic and Cultural Importance of Copyright and Related Rights"

53. Guides Under Preparation

The SMEs Division is currently preparing a series of user-friendly guides for SMEs:

- a. *Guide on Trademarks for SMEs;*
- b. *Guide on Licensing of IP for SMEs;*
- c. *Guide on Industrial Designs for SMEs;*
- d. *Guide on Patents for SMEs;* and
- e. *Guide on E-commerce for SMEs.*

54. SMEs Web Site and SME Mail

The SMEs Division seeks to demystify IP for SMEs through a SME-IP virtual network comprising of (1) a user-friendly and interactive website, and (2) replies to queries received by e-mail. The dynamic and regularly updated website contains basic information on IP for SMEs (65 pages), IP and E-commerce for SMEs (20 pages), best practices in encouraging the use of the IP system by SMEs, case studies concerning the actual benefit derived by SMEs through the effective and proper use of the IP system for business advantage/successful documents/publication on IP for SMEs, FAQ on IP for SMEs, extensive but carefully chosen links to other relevant documents and websites, and regularly updated information on the activities of the SMEs Division of WIPO. For the year 2002, there were an average 50,000 hits per month on (to) the website of the SMEs Division of WIPO. The key parts of the website are already in six languages (English, French, Spanish, Arabic, Russian and Chinese).

55. E-Mail Newsletter

The Division monthly newsletter provides updates and other relevant information on IP for SMEs to some 2,800 subscribers of the e-mail newsletter service. The newsletter contains useful news on IP and SMEs, best practices, useful IP tools, useful links, etc. News subscribers may join the service by inputting their e-mail address through the home page of the SMEs Division at <http://www.wipo.sme.int/sme/>.

56. CD-ROM “Intellectual Property for Small and Medium -sized Enterprises”

The SMEs Division has produced a CD-ROM entitled “Intellectual Property for Small and Medium -sized Enterprises”. It contains the entire SME website of WIPO in English, French and Spanish, along with other relevant information from other parts of the website of WIPO. A reasonable number of additional copies of the CD-ROM will be made available to IP offices and SME support institutions, on request.

57. Articles

The SMEs Division contributes a monthly article under the theme “IP for Business” in the WIPO Magazine. Since January 2002, the following articles have been published and are available online at: <http://www.wipo.int/sme/en/documents/index.htm>:

1. *Why is intellectual property relevant to business?* (January 2002)
2. *The Role of Trademarks in Marketing* (February 2002)
3. *The Power of Designs for Marketing Success* (March 2002)
4. *Trade Secrets are Gold Nuggets: Protect Them* (April 2002)
5. *Trade Secrets: Policy Framework and Best Practices* (May 2002)
6. *Patents: Tapping the Potential of Innovative New Products* (June 2002)
7. *The Value of Collective and Certification Marks for Small Players* (Sept 2002)
8. *Practical IP Issues in Developing a Business Plan* (October 2002)
9. *IP Ownership: Avoiding Disputes* (November and December, 2002)

Other articles published by the SMEs Division include:

10. *Why is intellectual property relevant to SMEs?* (IPR -Bulletin, August 2002)
11. *Competitive advantage through trade secrets* (IPR -Bulletin, September 2002).

58. Interview

The SMEs Division interviewed William Fryer, US patent attorney, on design protection (June 2002). The full interview is available at:

<http://www.wipo.int/sme/en/documents/fryer.htm>.

59. Studies

- a. **MERCOSUR and Chile** -The SMEs Division technically backstopped a "Study on the Economic Importance of Industries and Activities Protected by Copyright and Related Rights in the Countries of the MERCOSUR and Chile", which is available at: http://www.wipo.int/sme/es/documents/studies/mercosur_copyright.pdf. The study was coordinated by the Economics Institute of the University of the State of Campinas (UNICAMP), Brazil, and conducted by national researchers in each one of the five countries involved in the project. The main objective of the research study was to estimate the economic importance of the copyright industry in those countries in terms of contribution to GDP, employment and trade, and to analyze institutional aspects related to copyright.
- b. **Norway** –The Study on “Use of Intellectual Property by SMEs”, which was undertaken by the STEP Group, Norway, and technically backstopped by the SMEs Division, is expected to be published in June 2003 as a joint publication of WIPO and the Government of Norway.
- c. **Arab Countries** –The SMEs Division is technically backstopping a similar ongoing study in five Arab countries (Egypt, Jordan, Lebanon, Morocco and Tunisia), entitled: “Study on the Economical Importance of Copyright Industries”.

60. Policy Guidelines on IP for SMEs

The SMEs Division is preparing a 50 -paged document entitled “Policy Recommendations for the Effective Use of the IP System to Enhance the International Competitiveness of SMEs”. The Guidelines will include a practical and concrete plan of activities that could be readily adopted and implemented by WIPO and governments and non-governmental SME support organizations.

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