

**World Intellectual Property Organization (WIPO)
Small and Medium-sized Enterprises Division (SMEs Division)**

**List of Main Activities
January – December 2003**

A. Publications

1. IP Guides for SMEs

a) The SMEs Division has started a series of user-friendly guides in a new "IP for Business Series" for SMEs:

- (i) *Guide on Trademarks for SMEs (published. Title: [Making a Mark: An Introduction to Trademarks for Small and Medium-sized Enterprises](#);*
- (ii) *Guide on Industrial Designs for SMEs (published. Title: [Looking Good: An Introduction to Industrial Designs for Small and Medium-sized Enterprises](#))*



b) Guides under preparation

- (i) *Guide on Patents for SMEs (under preparation)*
- (ii) *Guide on IP Valuation for SMEs (under preparation)*
- (iii) *Guide on Copyright (under preparaion)*
- (iv) *Guide on Trade Secrets (under preparation)*

c) Joint Publications with the International Trade Centre (ITC)

- (i) *Marketing Crafts and Visual Arts: The Role of Intellectual Property. A Practical Guide (completed; ready for publication)*
- (ii) *Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters (completed; ready for publication)*
- (iii) *Negotiating Technology License Agreements: A Basic Training Manual (at an advanced stage of in-house approval).*

d) Other Publications

- a) “*Guía del Empresario: Marcas e Indicaciones Geográficas.*” (Manual commissioned to an external expert; first draft received).

B. Other original contributions

2. WIPO Magazine Articles

The SMEs Division regularly contributes an article to every issue of the WIPO magazine, under the theme “IP and Business.” In 2003, the following articles have been published”;

- a) [Copyright Protection: Reaping the benefits of Literary or Artistic Creativity.](#)
(January/February 2003)
- b) [Business Success, Copyright and the Digital Environment](#) (March/April 2003)
- c) [IP Licensing: Reaping the Benefits](#) (May/June 2003)
- d) [Domain Names: Making a Good Choice](#) (July/August 2003)
- e) [Valuation of Intellectual Property: What, Why and How?](#)
(September/October 2003)
- f) [Starting a New Company: Considering Franchising as an Option](#)
(November/December 2003)

3. Other Articles

- a) [Overview of Contractual Agreements for the Transfer of Technology](#)
- b) [Intellectual Property Rights and Exports: Avoiding Common Pitfalls](#)

4. Contribution to WIPO's Web Site

The SMEs Division contributed to a new section on Women and IP on the WIPO's website entitled, “[Women and Small and Medium-sized Enterprises](#)” that draws attention to the fact that a significant percentage of the SMEs worldwide is owned and run by women. Hence, the importance of targeting women entrepreneurs in the outreach programs that aim to build awareness about the importance of IP in business.

C. SMEs Website, E-mail Newsletter and CD-ROM

5. SMEs Website

The Division's website seeks to demystify IP for SMEs through a SME-IP virtual network comprising of (1) a user-friendly and interactive web site, and (2) replies to queries received by e-mail. The dynamic and regularly updated web site contains basic information on IP for Business (69 pages), IP and E-commerce for SMEs (20 pages), 24 best practices in encouraging the use of the IP system by SMEs, 30 case studies concerning the actual benefit derived by SMEs through effective and proper use of the IP system for business advantage/success, useful documents/publications on IP for SMEs, FAQs on IP for SMEs, extensive but carefully chosen links to other relevant documents and web sites, and regularly updated information on the activities of the SMEs Division of WIPO.

In 2003, there were some 50, 000 visits per month to the web site of the SMEs Division of WIPO. The key parts of the web site are in six languages (Arabic, Chinese, English, French, Russian and Spanish).

6. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 6,530 subscribers worldwide in six languages (Arabic, Chinese, English, French, Russian and Spanish). The newsletter contains useful news on IP and SMEs, best practices, useful IP tools, useful links, etc. The [charts](#) provide information about subscribers in the six languages.

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

For the benefit of those who have no or limited access to the Internet, the Division launched its new six-language updated version of CD-ROM on Intellectual Property for Small and Medium-sized Enterprises (SMEs). Users can now access intellectual property resource material tailor-made for an SMEs audience in six languages, namely Arabic, Chinese, English, French, Russian and Spanish. The new CD-ROM has over 300 pages of basic information on intellectual property in plain languages in categories such as Intellectual Property for Business, Intellectual Property and E-Commerce, over 20 'best practices' on promoting use of IP by SMEs of selected SMEs Support Institutions worldwide, over 20 case studies of use of IP for business success by SMEs, a wealth of documents including presentations, articles, interviews, activities of the SMEs Division, etc covering a diverse range of practical IP issues of interest to SMEs and SME support institutions. In addition, the CD-ROM has detailed information concerning use of the international filing/registration systems for patents, trademarks and industrial designs that are administered by WIPO. In 2003, some 24,000 CD-ROMs were distributed worldwide, free of charge.

D. Studies commissioned by the SMEs Division

8. Studies

- a) [Norwegian Small and Medium-sized Enterprises and the Intellectual Property Rights System: Exploration and Analysis](#)” is a pilot study which systematically explores the current use of the intellectual property system by Norwegian SMEs. The report provided a thorough analysis of the National Innovation System. It developed a methodology which may also be used, with appropriate modifications, in other countries, including developing countries and countries in transition.
- b) **National Studies on SMEs and IP:** a total of 14 national studies on IP and SMEs have been commissioned in the following countries: Argentina, Brazil, Chile, Colombia, Costa Rica, El Salvador and Paraguay in the Latin American region; Bhutan, Nepal, Mongolia, the Philippines and Sri Lanka in Asia; Tanzania and Sierra Leone in Africa;
- c) **WIPO Survey on Intellectual Property Services of European Technology Incubators.** The Survey analyzes the data collected from an online questionnaire survey of European Technology Incubators. It provides information on the importance of IP for incubator tenants, the role of IP as a factor in selecting tenants and the type and modality of delivery of IP services to tenants of incubators. The results of the survey were presented at the World Conference of IASP, at the WIPO-ECLAC Regional Expert Meeting, and at the LESI Conference in Norway.

E. Activities in Africa

9. Workshop on Technology Based Business Incubators in SADC Countries (Port Louis, Mauritius, February 24-28, 2003)

A representative of the SMEs Division participated in the Workshop jointly organized by WIPO and the World Association of Industrial and Technological Research Organizations (WAITRO) and made a presentation on “Promoting Business and Technology Incubation for Improved Competitiveness of Small and Medium-sized Industries through effective use of IP.”

10. Awareness Creation Mission on SMEs and Effective Use of IP (Gaborone, Botswana, March 3-4, 2003)

A representative of the SMEs Division participated in the program organized by the Office of the Registrar, Ministry of Commerce, Botswana, which was aimed at enhancing IP awareness for SMEs and SMEs support institutions.

11. On May 7, 2003, representatives of the SMEs Division made a presentation on the objectives, strategies and activities of the SMEs Division for the benefit of three private sector officials, from Ghana and South Africa who were on a visit to WIPO headquarters as part of a study tour organized by the Africa Bureau of WIPO.

12. WIPO National Roving Seminars on Industrial Property and the Patent Cooperation Treaty (PCT) (Kisumu and Mombasa, Kenya, June 3-7, 2003)

As a follow-up to the two half -day Workshops on the Role of Industrial Property as a Stimulant for Economic Growth, a representative of the SMEs Division made two presentations on (1) The role of IP in Enhancing Competitiveness of SMEs, and (2) IP for Business: Case Studies.

13. WIPO Subregional Workshop for SME Support Institutions on IP and the Competitiveness of SMEs (Dakar, Senegal, September 17 and 18, 2003)

A representative of the SMEs Division made four presentations: (1) General presentation of the IP system and its relevance for SMEs; (2) Trademarks and their contribution to the success of SMEs; (3) Collective marks, certification marks and geographical indications, and their importance for the commercialization of products; and (4) Protecting innovations: trades secrets, utility models or patents?.

14. Video conferencing with the United Nations Economic Commission of Africa (UNECA). (Geneva, December 19, 2003).

In a video-conference session with UNECA, Adis Ababa, Ethiopia, a representative of the SMEs Division responded to questions on IP raised by journalists participating in the preparation of a Manual for training media practitioners on the African continent. The Manual has been commissioned by the UNECA.

F. Activities in Arab Countries

15. International Seminar on Incubators and Capacity Building of SMEs (Alger, Algeria, June 22-23, 2003)

A representative of the SMEs Division participated in the Seminar organized by the Algerian National Agency for Research and Development (ANVREDET) and a presentation made on "*Les Petites et Moyennes Entreprises face à l'Innovation*."

16. Technical and Legal Assistances on IP and SMEs (Cairo, Egypt, July 12-17, 2003)

A representative of the SMEs Division visited Cairo and held discussions with the Egyptian Ministry of Industry and Technological Development (MITD) and a number of other stakeholders in the government and the private sector for developing a plan of action for national capacity building for developing IP services for modernization of Egyptian industry.

17. Jordan Intellectual Property Week (Amman, Jordan, August 11-14, 2003)

A representative of the SMEs Division made three presentations: (1) IP-based business strategies for global competitive advantage; (2) IP strategies for public-private partnership in universities, R&D centers and business – importance of an IP management unit, and (3) WIPO, SMEs and IP.

G. Activities in Asia and the Pacific

18. The Partnership Summit 2003 of the Confederation of Indian Industry (CII)
(Hyderabad, India, January 5-8, 2003)

A representative of the SMEs Division of WIPO represented the organization.

19. Participation in the National Workshops organized by UN ESCAP
(Dhaka, Bangladesh, January 7-9, 2003)

A Representative of the SMEs Division participated in the workshop on "Enhanced Competitiveness of Small and Medium Industries through Application of New Technologies" and made a presentation on "IP Services to Tenants of Incubators."

20. Visit of Chinese Delegation to WIPO (Geneva, March 3, 2003)

A representative of the SMEs Division made a presentation about the objectives, strategies and activities of the SMEs Division for the benefit of the visiting Chinese delegation from the Ministry of Science and Technology of China.

21. [National Seminar on IP as a Tool for Economic Development](#) (Baku, Azerbaijan, June 4 and 5, 2003)

A representative of the SMEs Division made a presentation on "The Importance of Intellectual Property (IP) for the Competitiveness of Small and Medium-Sized Enterprises (SMEs)."

22. Pilot Projects on IP for SMEs (Bhutan, Nepal and Sri Lanka, June 17-July 2, 2003)

A representative of the SMEs Division visited these countries (1) to make a preliminary assessment of the current use of the IP system by SMEs, (2) to evaluate the resources and training needs of IP office and key SMEs support institutions and (3) to plan measures to enhance their capacity to provide IP-related information and services to SMEs.

23. [Singapore-WIPO Joint Training Course for Asia and the Pacific on doing business with IP](#) (Singapore, October 13-17, 2003)

A representative of the SMEs Division made two presentations on (1) The Role of IPRs in Enhancing the Competitiveness of Enterprises and (2) The Importance of Proper Management of Trade Secrets.

24. [WIPO National Seminar on Intellectual Property and SMEs](#) (Ulaanbaatar, Mongolia, October 28-29, 2003)

A representative of the SMEs Division made two presentations on (1) An Overview of the Objectives, Strategies and Activities of the SMEs Division of WIPO, and (2) Best Practices in providing IP Services to SMEs.

25. [ASEAN Sub-Regional Seminar on the Role of IP in the Development of SMEs](#) (Hanoi, Viet Nam, November 4-6, 2003)

A representative of the SMEs Division made two presentations on (1) Role of IP in National Policy for Encouraging Entrepreneurship and Enhancing the Competitiveness of SMEs, and (2) Integrating IP into the Business Plans of SMEs; IP Issues in Exports.

26. **Intellectual Property Strategy & Enterprise's Key Competitiveness Forum** (Shanghai, November 10 and 11, 2003)

A representative of the SMEs Division made a presentation on "Role of IP in Facilitating the Industrial Technological Development" at the above Forum organized by the State Intellectual Property Office (SIPO) of the People's Republic of China.

27. [WIPO-MOST Intermediate Training Course on Practical Intellectual Property Issues in Business](#) (Geneva, November 10-14, 2003)

At the request of the Chinese Ministry of Science and Technology (MOST), WIPO organized a training course at WIPO Headquarters in Geneva for a group of 17 self-financed potential IP trainers from the Guanzhou province.

28. **Study visit to WIPO on IP Administration and training** (Geneva, December, 2003)

A representative of the SMEs Division made a presentation on WIPO's Program on IP for SMEs to the visiting Chinese delegation of 10 persons from the Shanghai Intellectual Property Administration.

H. Activities in Certain Countries in Europe and Asia

29. **Seminar on Valuation and Commercialization of IP Rights** (Belgrade, Serbia and Montenegro, March 27-28, 2003)

A representative of the SMEs Division made a presentation on "The Role of IPRs in Business Strategy and Development of SMEs" at a seminar organized by the UN/ECE Advisory Group on the Protection and Implementation of Intellectual Property Rights for Investment.

30. [WIPO Subregional Seminar on SMEs and IP](#) (Tallinn, Estonia, April 29-30, 2003)

A representative of the SMEs Division made two presentations: (1) The Importance of IP for the Competitiveness of SMEs, and (2) Using Trademarks, Industrial Designs, Geographical Indications and Trade Secrets for the Business Success of SMEs.

31. OECD Workshop on Entrepreneurship in a Global Economy: Strategic Issues and Policies (Budapest, Hungary, September 8-10, 2003)

A representative of the SMEs Division made a presentation on Fostering Enterprise Growth in the Global Economy in a preparatory meeting for the 2nd OECD Ministerial Conference on SMEs to be held in Istanbul, Turkey from June 3 to 5, 2004.

32. National Conference on International Commerce and Intellectual Property entitled, “Buy Romanian Products” (Bucharest, Romania, September 12, 2003)

A representative of the SMEs Division participated as a keynote speaker at the Conference and made a presentation on “The Role of Intellectual Property Rights in the Promotion of Competitiveness and Development of Enterprises.” The Conference was organized by the World Trade Centre.

33. [Conference on IP and SMEs](#) (Warsaw, Poland, November 19 and 20, 2003)

A representative of the SMEs Division made two presentations on (1) Intellectual Property - A Powerful Tool for Competitiveness of SMEs, and (2) Best Practices of IP Offices for Assisting SMEs to use the IP System.

34. 6th CEI Summit Economic Forum (Warsaw, Poland, November 19-21, 2003)

A representative from the SMEs Division participated in the above Forum and made a presentation on SME Support Good Practices.

I. Activities in Latin American Countries and the Caribbean

35. Seminar on Knowledge, Wealth Creation and the Entrepreneurial University – The Role of the University of West Indies (Bridgetown, Barbados, February 12-13, 2003)

A representative of the SMEs Division made two presentations on (1) Basic Introduction to the Intellectual Property System – Key Elements and Processes, and (2) The Risks, the Myths and the Truths about Making Money from Your Research – What it takes to be Successful.

36. WIPO National Workshop on IP for SMEs with special reference to the craft sector
(Guatemala City, Guatemala, February 20-21, 2003)

A representative of the SMEs Division made a presentation on “The Commercialization of Crafts and its Relation to Intellectual Property.”

37. WIPO National Workshop on IP for SMEs with special reference to the craft sector
(Managua, Nicaragua, February 24-25, 2003)

A representative of the SMEs Division made a presentation on “The Commercialization of Crafts and its Relation to Intellectual Property.”

38. National Seminar on “the Use and Benefits of Intellectual Property as a Tool for Economic Growth” (Bridgetown, Barbados, June 26, 2003)

A representative of the SMEs Division made three presentations on (1) Intellectual Property and National Development, (2) Empowering SMEs Within the Intellectual Property System, and (3) Geographical Indications and Trademarks: Using the Intellectual Property System to Add Value.

39. Seminar on IP Awareness (Castries, St. Lucia, June 27, 2003)

A representative of the SMEs Division made a presentation on “IP and its Role in Business Strategy.”

40. WIPO-ECLAC Regional Expert Meeting on National Systems of Innovation: IP, University and Enterprises (Santiago, Chile, October 1-3, 2003)

Experts from 10 countries of Latin America and the Caribbean as well as from the US, UK and Spain met to discuss policies for enhancing public-private sector partnerships for the transfer of technology in the region. A representative of the SMEs Division presented the results of the WIPO Survey on Intellectual Property Services of Technology Incubators.

41. WIPO National Seminar on Industrial Property for SMEs (Montevideo, Uruguay, October 6-7, 2003)

The Seminar was organized in cooperation with the National Industrial Property Directorate of Uruguay and the National Directorate for Handicrafts and SMEs. A representative of the SMEs Division made two presentations: (1) How can IP enhance the export opportunities of your SMEs, and (2) The Best Practices on politics, programs, projects and activities executed by governmental sectors, groups and private associations, scientific centers of investigation, universities and other institutions of support to the small and medium-sized enterprises: presentation of case studies.

42. The ITC/WIPO/ILO/FCBC Workshop on Cuban Plastic and Applied Arts - Development, Protection and International Market Workshop in FIART (Havana, Cuba, December 15 to 19, 2003)

A representative of the SMEs division made six presentations: (1) Legal protection of plastic arts, (2) Most important contracts concerning plastic arts, (3) Legal protection of crafts, (4) The relevance of IP for market research and marketing strategy, (5) The relevance of IP for business planning, and (6) The relevance of IP for product promotion, customer relations and quality.

J. Activities in Industrialized Countries

43. Meeting at the Ministry for Productive Activities (Rome, Italy, January 31, 2003)

A representative of the SMEs Division met with representatives of the Italian Patent and Trademark Office (IPTO). The meeting was also attended by high officials from the Institute for Industrial Promotion (IPI). The meeting discussed the plan to implement a pilot project relating to the promotion and utilization of intellectual property by SMEs in Italy and third countries.

44. The French Agency for Innovation and the National Institute for Industrial Property (INPI) (Lyon, France, February 13, 2003)

A representative of the SMEs Division participated in the event organized by INPI to collect information on industrial property and business creation in France.

45. The Science Education Conference in Edinburgh, IP Europe Management Group Meeting and Solutions for Success Event (London and Surrey, England, March 5-11, 2003)

A representative of the SMEs Division participated in three events between March 5 and 11, 2003, to improve networking and linkages and for raising the profile and visibility of the SMEs Division in the member countries of the EC as well as to improve awareness within the European business community of how IPR system may be used for commercial advantage.

46. IPR Helpdesk (Brussels, Belgium, March 27, 2003)

A representative of the SMEs Division participated in the Training Seminar on IP rights in the Sixth Framework Program, IPR Helpdesk, Brussels, March 27, 2003.

47. Video Conferencing with Swiss Federal Institute of Technology, (Zurich, Switzerland, May 15, 2003)

A representative of the SMEs Division made a videoconference presentation, on WIPO's program on "IP and SMEs" for the students of the Swiss Federal Institute of Technology in Zurich.

48. Seminar on IP strategies for SMEs, a side event of the PATLIB 2003 Conference
(Liège, May 21, 2003)

The seminar was organized by the European Patent Office (EPO), the Belgian Intellectual Property Office (OPRI) and the University of Liège, in parallel with the PATLIB 2003 Conference. A representative of the SMEs Division made a presentation on “IP strategies for SMEs: The WIPO experience.”

49. WIPO Forum on Intellectual Property and SMEs for IP Offices of OECD Countries
(WIPO headquarters, Geneva, May 21 to 23, 2003)

The SME Division of WIPO organized the first ever Forum on IP and SMEs for Intellectual Property Offices of the OECD in the WIPO headquarters. It provided an interactive platform for participants from over 15 IP offices in the OECD countries to enable sharing of policies, practices and experiences for implementing outreach activities for entrepreneurs.

50. Organization for Harmonization of the Internal Market (OHIM) Meeting (Alicante, Spain, July 10-11, 2003)

A representative of the SMEs Division held discussions with OHIM concerning cooperation in the field of IP awareness for SMEs in Europe, Asia and the Arab Region.

51. WIPO-Italy Forum on IP and Competitiveness of SMEs in the Textile and Clothing Industries of Mediterranean Basin Countries (Prato, Italy, December 10-11, 2003)

In cooperation with the Ministry of Productive Activities (MAP) and the Institute for Industrial Promotion (IPI) of Italy, WIPO organized the event to (i) raise awareness of the SMEs community in the participating countries about the benefits of the IP system, and (ii) reinforce the ties of SMEs in the textile and clothing sectors with WIPO and its services. Representatives of the SMEs Division made presentations on (1) Role of IP in Enhancing the Competitiveness of SMEs in the Textile and Clothing Industries, and (2) WIPO's Program on IP for SMEs: Initiatives and Projects.

K. Internal Cooperation and Cooperation with other IGO's

52. Cooperation with WIPO Worldwide Academy (WWA)

a) **Intensive Seminar on Intellectual Property for Law Students** (Geneva, March 10 to 14, 2003)

A representative of the SMEs division participated in the Seminar and made a presentation on Intellectual Property for Small and Medium-sized Enterprises.

b) **WIPO Academy on Intellectual Property** (Geneva, March 17 to 21, 2003)

A representative of the SMEs division participated in the above session and made a

presentation on Intellectual Property Strategies for Small and Medium-Sized Enterprises: Policy Considerations and Best Practices.

c) **Interregional Intermediate Seminar on Industrial Property**
(Geneva, June 4 to 6, 2003)

A representative of the SMEs Division participated in the above Seminar and made a presentation on the activities of the division.

53. Cooperation with Infrastructure and Innovation Promotion Division of WIPO

a) *Atelier sur les Services d'appui à l'innovation et leur gestion* (Geneva, December 2003)

A representative of the SMEs Division participated in the *Atelier* and made a presentation on activities of the SMEs Division.

54. Cooperation with other IGOs

a) **Cooperation with UNECE**

- (i) UNECE Advisory Group on the Protection and Implementation of IPR for Investment on January 24, 2003. A representative of the SMEs Division of WIPO participated in the Meeting.
- (ii) UNECE IP Advisory Group Session on September 29, 2003. A representative of the SMEs Division of WIPO participated in the discussions.

L. Activities related to International Events

55. XX IASP World Conference on Science and Technology Parks (Lisbon, Portugal, June 1-4, 2003)

A representative of the SMEs Division presented a paper on "Business Assistance Services on Intellectual Property for Science parks and Technology Incubators", including a survey of IP European technology incubators at the Conference.

56. 14th International Conference of SMEs (Tel Aviv, Israel, September 15-18, 2003)

A representative of the SMEs Division made a presentation on IP and Competitiveness of SMEs in the session on "Technology and Innovation for SMEs."

57. WIPO-WASME Training Program (Geneva, October 6-9, 2003)

The SME Division organized a special program, on a self-financing basis, on "Practical IP Issues for Entrepreneurs, Economists, Bankers, Lawyers and Accountants" at the WIPO

headquarters, Geneva, Switzerland. Participants from Argentina, India, Italy, Malaysia, Swaziland and Switzerland and representatives from ITC and UNCTAD participated.

M. Policy Papers

58. Paper for the OECD Ministerial Conference on SMEs.

At the request of the OECD Secretariat a first draft of the paper entitled, "Intellectual Property Rights and Innovations in Small and Medium-sized Enterprises" was prepared as an input for the OECD Ministerial Conference to be held in June 2004 in Istanbul, Turkey.

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