

**World Intellectual Property Organisation (WIPO)
Small and Medium-Sized Enterprises (SMEs) Division**

**List of Main Activities
January – December 2004**

A. Publications

1. "IP for Business Series"

a) Published Guides:

- (i) **Guide on Trademarks for SMEs** (Title: [Making a Mark](#): An Introduction to Trademarks for Small and Medium-sized Enterprises)
 - Published in Arabic, Chinese, English, French, Italian, Portuguese, Russian and Spanish
 - Translated into Romanian and Turkish by the national IP Offices concerned
 - Customised national versions under preparation in some 40 countries
 - Interactive online electronic version launched
- (ii) **Guide on Industrial Designs for SMEs** (Title: [Looking Good](#): An Introduction to Industrial Designs for Small and Medium-sized Enterprises)
 - Published in Arabic, English, French Italian, Portuguese and Spanish
 - Translated into Romanian and Turkish by the national IP Offices concerned
 - Customised versions under preparation in some 40 countries
 - Interactive online electronic version launched

b) Guides Under Preparation

- (i) **Guide on Patents for SMEs** (Title: **Inventing the Future**)
Likely to be published in English by March 2005.
- (ii) **Guide on Copyright for SMEs** (Title: **Creative Expression**)
Second draft finalised; sent for in-house comments. To be published in English by June 2005.
- (iii) **Guide on IP Valuation for SMEs** (first draft finalized)
- (iv) **Guide on Domain Names for SMEs** (under preparation)
- (v) **Guide on Trade Secrets for SMEs** (under preparation)

(vi) *Guide on Patent Information for SMEs (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](#) (*Published in English, French and Spanish*)

(ii) [Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters](#) (*Published in English; French and Spanish versions ready for printing*)

(iii) [Exchanging Value: Negotiating Technology License Agreements: A Training Manual](#) (*published in January 2005*)

(iv) **Secrets of the Pharmaceutical Industry: A Guide for Small and Medium-sized Exporters** (*A chapter on intellectual property under preparation*)

d) Other Publications

a) *In Spanish: "Guía del Empresario: Marcas e Indicaciones Geográficas."*
Manual commissioned to an external expert; first draft received.

b) *"Intellectual Property Rights for the Toy Industry in India."*
Guide commissioned to an external experts, funded by UNIDO; second draft received)

c) *"Intellectual Property Rights for Machine Tools Industry in India."* (*Guide commissioned to a national external expert, funded by UNIDO; first draft received*)

B. CD-ROM Products

2. SAARC CD-ROM on IP for SMEs

Collection of relevant information in progress from the seven countries in the SAARC Region; the CD-ROM project is expected to be completed by the second quarter of 2005.

3. "IP Panorama": Multi-Media Interactive CD-ROM Product

Completed the beta version of the first of the ten modules, foreseen under this joint project in collaboration with the Korean Intellectual Property Office (KIPO) and Korean Inventors Promotion Agency (KIPA).

C. Other Original Contributions

4. WIPO Magazine Articles

The SMEs Division regularly contributes one or more articles to every issue of the WIPO Magazine. In 2004, the following articles were published:

- (i) *Dealing with Violators of Intellectual Property Rights (January-February 2004)*
- (ii) *Trademark Usage: Getting the Basics Right (March-April 2004)*
- (iii) *Savvy Marketing: Merchandising of IP Rights (May-June 2004)*
- (v) *Beyond Tradition: New Ways of Making a Mark (July-August 2004)*
- (vi) *Intellectual Property Rights and Exports: Avoiding Common Pitfalls (September-October 2004)*
- (vii) *The 'Outsourcing Offshore' Conundrum: An IP Perspective (November-December 2004)*

5. Other Original Articles by the Staff Members of the SMEs Division

- i) *The Magic of Patent Information*
- ii) *The 'Outsourcing Offshore' Conundrum: An Intellectual Property Perspective*
- iii) *Standards, Intellectual Property Rights (IPRs) and Standards-setting Process*
- iv) *Leveraging Intellectual Property: Beyond the 'Right to Exclude*
- v) *New Product Launch: Evaluating your Freedom to Operate*
- vi) *Intellectual Property and E-commerce: How to Take Care of Your Business' Website*

6. Articles on SMEs Website Contributed by Others

- i) *Branding: How to Use Intellectual Property to Create Value for Your Business* by Helen Lom.
- ii) *Advantages of the Madrid System of International Registration of Marks for SMEs*, by Division of Trademarks, Industrial and Geographical Indications

- iii) *Getting a Grip on Accounting and Intellectual Property*, by Roya Ghafele
- iv) *Patenting Software*, by Tomoko Miyamoto, Patent Law Division
- v) *Using Collective Marks for the Protection of Traditional Products* by Orazio Olivieri, Deputy Director, DINTEC
- vi) *The Value of Intellectual Property, Intangible Assets and Goodwill* by Kelvin King, founding partner of Valuation Consulting
- vii) *Spin Outs & Start Ups - New Companies to Commercialise Intellectual Property from University Research* by Cathy Garner & Philip Ternouth
- viii) *Getting the Most out of Your New Plant Variety* by International Union for the Protection of New Varieties of Plants by (UPOV)
- ix) *Prior Art Searches: A Must for Innovative SMEs* by Paul Schwander, European Patent Office
- x) *Academic Patenting: How Universities and Public Research Organizations are Using their Intellectual Property to Boost Research and Spur Innovative Start-ups* by Mario Cervantes, OECD
- xi) *Current Topics in IPR Protection in the Context of Global Standard-Setting Processes* by George T. Willingmyre, P.E., President, GTW Associates
- xii) *Going Beyond the Prior Art Search: The Experience of a High Tech Sports Equipment Start up Points Towards the Importance of Access to and Trust in Intellectual Property Experts.* by Dr. Dannie Jost, Tensoriana
- xiii) *In Search of an Innovative Environment – The new Brazilian Innovation Law* by Maria Beatriz Amorim Páscoa, Institutional Partnerships and Technological Information, INPI
- xiv) *How to get Involved in FP6: A Hands-on Guide for SMEs* by Martina Daly and Denis Dambois, European Commission
- xv) *What an Employee Needs to Know About Trade Secrets* by Vivien Irish, Consultant Patent Attorney
- xvi) *Intellectual Property – The Basis for Venture Capital Investments* by Mario W. Cardullo, U.S. Department of Commerce

D. SMEs Website and E-mail Newsletter

5. SMEs Website

[The website of the SMEs Division](#) is in six languages, it seeks to demystify IP for SMEs through an SME-IP virtual network comprising of (1) a user-friendly and interactive web site, and (2) the SME newsletter. The dynamic and regularly updated web site has been entirely re-structured and expanded considerably in 2004. It is now much easier to access relevant material. The new site presents the material available on the earlier site, and includes some new features that will be gradually expanded as the site develops.

6. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 13,459 subscribers (as of December 31, 2004) world-wide 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.

E. National Studies on IP and SMEs

7. **National Studies on SMEs and IP:** So far 15 national studies on IP and SMEs have been commissioned in 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, and Romania in Eastern Europe. The SMEs Division is providing technical support and guidance to the national researchers. First, second or final draft report of the national studies are currently being reviewed for all countries, except Sierra Leone.
8. **National Studies on University Industry Technology Transfer in Asia:** As part of a project funded under Japan FIT entitled, "Development of University-Industry Partnerships for the Promotion of Innovation and Transfer of Technology," WIPO has commissioned seven national studies in China, India, Japan, Philippines, Republic of Korea, Singapore and Thailand. All studies, except in Thailand, are at an advanced stage and a set of guidelines based on the national reports are currently being prepared by an external consultant from Japan.

F. Activities in Africa

9. 15th World Association for Small and Medium Enterprises (WASME) International SMEs Conference (Abuja, Nigeria, July 19 to 22, 2004)

A representative of the SMEs Division made a presentation on "WIPO initiatives to assist SMEs to Enhance their Competitiveness through Effective Management and Utilisation of the Intellectual Property system" at the Conference organised by the World Association for Small and Medium Enterprises (WASME). Received WASME's Special Honour Award for the outstanding contribution of the SMEs Division, in the space of a few years, to improve awareness and use of the tools of the IP system by SMEs to enhance their competitiveness in the marketplace.

10. Co-ordinating customisation process of IP for Business Series guides “Making a Mark” and “Looking Good” in Kenya, Tanzania and for the sixteen countries that are members of the OAPI.

11. Interview with Director General of the African Intellectual Property Organization (OAPI)

A representative of the SMEs Division conducted an Interview with the Director General, Mr. N'Diaye about the use of the Intellectual Property system among SMEs in Central and West Africa and efforts to promote innovation in OAPI's 16 Member States. The interview was published in the SMEs monthly e-newsletter.

G. Activities in Arab Countries

12. Assisted in the preparation and implementation of the 2004 workplan of the IP Unit under the Ministry of Industry in Egypt. This included a one-week study visit for two staff members of the IP Unit to the WIPO Headquarters in May 2004, as well as the holding of a national training seminar on IP for Industrial Enterprises in Cairo, Egypt in October 2004.

13. ESCWA Training Workshop on Intellectual Property for SMEs in the Arab Countries (Beirut, Lebanon, September 20 to 24, 2004)

Two representatives of the SMEs Division provided technical support for the planning and holding of the Workshop and made four presentations entitled, "Issues of Intellectual Property concerning Small and Medium-Sized Enterprises (SMEs)", "Managing the Innovation Process: Patents and Utility Models", "Trademarks: Branding and Trademarks" and "Industrial Designs: Differentiating Products through Industrial Designs".

14. WIPO National Seminar on the Importance of IPRs in Enhancing the Competitiveness of Industrial Enterprises (Cairo, Egypt, October 11 and 12, 2004)

A representative of the SMEs Division made four presentations entitled, “The Role of Intellectual Property in Enhancing the Competitiveness of Enterprises”; “Trade Secrets: Protecting Confidential Information”; “The Role of Trademarks and Industrial Designs in the Marketing Strategy of an Enterprise” and “Avoiding Common Pitfalls: Intellectual Property and Export Strategy.”

15. Seminar on Franchising within a Small and Medium Enterprise (SME) Development Strategy (Tunis, Tunisia, November 29 to December 3, 2004)

A representative of the SMEs Division made a presentation on "Intellectual Property as a Core Element of a Franchising Arrangement".

16. The national customisation of the Arabic version of the WIPO short guides for SMEs, namely, “Making a Mark” and “Looking Good” is underway in Egypt, Morocco, Tunisia, Algeria and Lebanon.

17. Terms of Reference for the national study on IP for business was shared and discussed with Representatives of the Social Fund in Egypt. Implementation is waiting for funding. The launching of similar studies in Lebanon and Tunisia is under consideration.

18. 1st Small and Medium Enterprises International Conference and Exhibition (Dubai, United Arab Emirates, December 12 to 14, 2004)

A representative of the SMEs Division had discussions with the organizers of the above Conference, which was postponed to early 2005, on the SMEs Division's activities on IP for enhancing the competitiveness of SMEs in general, and, the Arab region, in particular.

H. Activities relating to Asia and the Pacific regions

19. Visit of Korean delegation to WIPO (Geneva, Switzerland, March 10-12, 2004)

Three representatives of the SMEs Division participated in the meeting chaired by ASPAC with KIPO officials on the establishment of a Korean Funds-in-Trust (FIT) and presented prospective activities to be implemented in five selected countries in Africa, the Arab States and Asia.

20. Visit of Bangladesh delegation to WIPO (Geneva, Switzerland, May 14 and July 12, 2004)

One representative of the SMEs Division made presentations in two information meetings organised by the Economic Development Sector, Least-Developed Countries Division for senior trade officials of the Ministry of Trade and Industry of Bangladesh.

21. India Global Summit on SMEs 2004 - Emerging Challenges and Opportunities (Delhi, India, November 23 to 24, 2004)

One representative of the SMEs Division made a presentation entitled, "Global Small Enterprise" with a special reference to the Intellectual Property Rights (IPRs)" in the above Summit organized by the Confederation of Indian Industry (CII) and the Ministry of Small Scale Industries (SSI).

22. WIPO National Seminar on Enhancing Awareness and Building Capacities of SMEs to benefit from IP system (Colombo, Sri Lanka, November 24, 2004)

Two representatives of the SMEs Division made two presentations entitled, "An Overview of Objectives, Strategies and Activities of the SMEs Division of WIPO", "Marketing and Branding Strategies: Use of Trademarks, Industrial Designs and Geographical Indications for Business Success" and "Importance of an Intellectual Property Strategy for SMEs in Enhancing their Market Competitiveness: Integrating Intellectual Property in the Business Plan".

23. WIPO Asian Regional Workshop on IP for Managers and Staff of SMEs and SME Support Institutions (Shanghai, China, December 15 to 17, 2004)

A representative of the SMEs Division made presentations on “Building a Competitive Edge: Protecting Inventions by Utility Models and/or Patents”: “Case Studies; “Valuation of IP Assets: Different Approaches”; “Dispute Resolution and Effective Enforcement of IPRs for Maximizing the Benefits of the IP system: National and International Perspectives”, at the above Workshop organised by WIPO in co-operation with SIPO and with the assistance of JPO and KIPO.

I. Activities in Certain Countries in Europe and Asia

24. Workshop on EU Company Law and Competition Policy (Bratislava, Slovak Republic, February 26, 2004)

A representative of the SMEs Division made a presentation on “Using the Intellectual Property Rights System for Enhancing the Competitiveness of SMEs” at the Workshop organised by the Technical Assistance Information Exchange (TAIEX) Office of DG Enlargement European Commission, in Cooperation with the Slovak Chamber of Commerce and Industry.

25. Regional Balkan Seminar on Assessment and Valuation of IP Rights and Research Results (Varna, Bulgaria, May 19 to 21, 2004)

A representative of the SMEs Division made presentations on “IP- A Tool for Economic Growth”, “Assessment of Trademarks and Brands”, “Design and Packaging - IP Aspects”, and “Assessment of Copyright - Related IP Rights” at the Seminar organised by the Patent Office of the Republic of Bulgaria.

26. Seminar on Practical Intellectual Property Issues (Tallinn, Estonia, September 14 and 15, 2004)

A representative of the SMEs Division made a presentation on "Practical Intellectual Property Issues in Estonia - Business Strategy for SMEs".

27. Cooperation with TAIEX: Seminar on Company Law Competition and State Aid (Riga, Latvia, October 4, 2004)

A representative of the SMEs Division made two presentations, entitled "Using the Intellectual Property Rights System for Enhancing the Competitiveness of SMEs"; and “Role of Intellectual Property Rights System in Promoting Investment and New Product Development for Domestic and Export Markets.”

28. Cooperation with TAIEX: Seminar on Practical Intellectual Property Issues in Business Strategy for SMEs (Sofia, Bulgaria, November 30 and December 1, 2004)

A representative of the SMEs Division made two presentations, entitled "Avoiding Common Pitfalls: Intellectual Property and Export Strategy"; and "IP and E-Commerce - How to Take Care of Your Business Website."

J. Activities in Latin American Countries and the Caribbean

29. WIPO Advisory cum Training Mission on the Use of the IP system for the Colombian Handicraft Office (Bogota D.C., Colombia, November 2 to 5, 2004)

A representative of the SMEs Division had consultations with the Colombian Handicraft Office (*Artesanías de Colombia*) on how to use the IP system for marketing Colombian crafts, and assisted the Office in drafting regulations governing the use of a collective trademark for the members of a crafts community.

30. National seminar on Intellectual Property: A Useful Tool for Artisans (Bogota D.C., Colombia, November 4, 2004)

A representative of the SMEs Division made a presentation on “Marketing Crafts: Use of Collective Marks, Certification Marks and Denominations of Origin.”

31. WIPO Workshop on the Use of Intellectual Property and Information Technology as a Strategic Tool for Industry (Santa Cruz de la Sierra, Bolivia, November 8 to 9, 2004)

A representative of the SMEs Division made two presentations, namely, on “Intellectual Property as Strategic Tool for Enhancing SMEs Competitiveness”; and “Successful Business Experience.” ;

32. WIPO Workshop on the Use of Intellectual Property and Information Technology as a Strategic Tool for Industry (San Jose, Costa Rica, November 11 to 12, 2004)

A representative of the SMEs Division made two presentations, namely, on “Intellectual Property as Strategic Tool for Enhancing SMEs Competitiveness”; and “Successful Business Experience.”

33. Copyright Workshop for the Visual Arts Community (Bridgetown, Barbados, November 12 and 13, 2004)

A representative of the SMEs Division made three presentations, namely, on “Collective Management of Copyright for Visual Arts”; “Merchandising Visual Arts”; and “Selling Visual Arts Online.” The representative also chaired a full day group discussion and clinics on marketing and managing intellectual property for visual artists and organised a training session on utilizing the WIPO/ITC publication entitled "Marketing Crafts and the Visual Arts: The Role of Intellectual Property, A Practical Guide."

34. WIPO Roving Seminar on the Strategic Use of Patents and Their Use as Sources of Technological Information (Santa Fé and Neuquén, Argentina, December 1 to 6, 2004)

A representative of the SMEs Division met with representatives from various SME associations to discuss possibilities for further collaboration and participated in a Seminar and made presentations on "From Lab to Market" and "Universities as a Source of Innovation: Technology Transfer from the Public to the Private Sector."

35. WIPO Seminar on Practical Mechanisms for the Commercialisation of Inventions
(Lima, Peru, December 6 and 7, 2004)

A representative of the SMEs Division participated and made a presentation on "The Importance of Patents and IP Assets for New Businesses and Recovering R&D Investments." in the above Seminar.

K. Activities in Industrialised Countries

36. IPR-Helpdesk of European Union and European Patent Office (EPO)
(Alicante, Spain, July 13, 2004)

A representative of the SMEs Division met with representatives of the IPR-Helpdesk and initiated discussions on a possible partnership with the IPR-helpdesk and the European Patent Office and for exploring possible long-term collaboration with them.

37. 2nd INSME Promoting Committee Meeting and IKED/INSME International Roundtable (Malmö, Sweden, February 25 and 26, 2004)

A representative of the SMEs Division made a presentation on "Enabling Growth and Innovation in SMEs" at the International Network for Small and Medium-sized Enterprises (INSME) Association and at the International Organisation for Knowledge Economy and Enterprise Development (IKED).

38. Seminar on The Importance of Trademarks for Enterprises (Aosta, Italy, April 26, 2004)

A representative of the SMEs Division made a presentation on "The Importance of Trademarks for Enterprises" at the above seminar organised to celebrate the 4th World Intellectual Property Day.

39. Lecture at the International Trade Law Post-graduate course on "WIPO, International Trade Relations and Intellectual Property Law" (International Labour Organization (ILO), Turin, Italy, May 12, 2004)

A representative of the SMEs Division made a presentation on an overview of WIPO and its activities, with a focus on the activities of the Small and Medium-Sized (SMEs) Enterprises Division.

40. Creator's Rights Alliance Conference (Montreal, Canada, June 3-5, 2004)

A representative of the SMEs Division made presentations on "Marketing Crafts and Visual Arts: The Role of Intellectual Property" and on the activities of WIPO at the Creator's Rights Alliance Conference "Old Ways, New Paths: Ethical and Legal Issues in the Transformation of Traditional Knowledge Through Indigenous Cultural Expression."

41. Participation in a Press Conference (Neuchâtel, Switzerland, July 1, 2004)

A representative of the SMEs Division participated in the press conference concerning the release of the book, "La propriété intellectuelle: un outil au service des petites et moyennes entreprises", published by the University of Neuchâtel in cooperation with the University of Besançon.

42. Seminar organized by the Chamber of Commerce on Trademark, Regional and International Dimension, an Interesting Challenge for SMEs (Ravenna, Italy, November 16-17, 2004)

A representative of the SMEs Division made a presentation on "The International Trademark Registration System as a Strategic Tool for the Economic Strengthening of Small and Medium-sized Enterprises."

43. Organization of a one-day orientation program for staff of UNIDO on IP for Technology Management in SMEs (Vienna, Austria, November 29 and 30, 2004)

A representative of the SMEs Division made six presentations on different aspects of IP for SMEs during the one-day orientation program and also held bilateral consultations.

44. 5th Euro-Mediterranean Ministerial Conference on Industry Competitive Enterprises in the Mediterranean Region (Caserta, Italy, October 3 - 4, 2004)

A representative of the SMEs Division participated as an observer in the conference.

45. SME Seminar on Protection and Valuation of your Innovations (Liège, Belgium, October 21, 2004)

A representative of the SMEs Division made a presentation on "Intellectual Property Rights & Exports: Avoiding Common Pitfalls" in the seminar organized by the Walloon Export Agency (AWEX).

46. Post Graduate Course "Cultural Projects for Development" (Turin, Italy, November 10, 2004)

A representative of the SMEs Division made a presentation on IP Issues Related to SMEs in the course, which was organized by the International Labor Organization (ILO) and the Department of Economics of the University of Turin.

47. Seminar on European IP Practice Group of Backer and McKenzie (Milan, November 18, 2004)

A representative of the SMEs Division made a presentation on the activities of the WIPO SMEs Division and on the use of IP as a Strategic tool by SMEs and networking for customization of the IP for Business series.

48. Cooperation with Media Relations and Public Affairs Section

Group of Students from Chalmers University of Technology

A representative of the SMEs Division of WIPO made a presentation on "The Work of the SMEs Division - What is WIPO doing to increase IP Awareness among SME" on April 5, 2004.

49. Cooperation with the Traditional Knowledge Section (March 16, 2004)

A representative of the SMEs Division made a presentation in a satellite event during the Intergovernmental Committee on Intellectual Property and Genetic Resources, Traditional Knowledge and Folklore (IGC) on Traditional Knowledge and on WIPO/ILO collaboration.

50. Cooperation with the Africa Bureau

A representative of the SMEs Division of WIPO contributed to the design of a Questionnaire on IP Audit and to a SMEs study in Tanzania.

51. Cooperation with the LAC Bureau

A representative of the SMEs Division of WIPO contributed to the Teaching Module on IP for use by universities of the Caribbean.

<h3>M. Cooperation with IGO's</h3>

52. WIPO-WTO Colloquium for Teachers on Intellectual Property Law, (Geneva, June 28 to July 9, 2004)

The Colloquium on IP was jointly organized for 19 professors of IP from universities in developing countries and countries with economies in transition. The objective was to brief the professors on the activities and instruments of WIPO and WTO; to expose them to recent developments and policy issues in the two organizations and for discussions on teaching methodologies and pedagogical techniques in the field of IP. A representative of the SMEs division made a presentation on IP for SMEs at the above Colloquium.

53. Cooperation with UNESCO

UNESCO is currently developing a guide on licensing and management of IP rights for the music industry on the basis of the material developed in a workshop in Cuba. The SMEs Division has agreed to provide comments to the draft and participate in the project.

54. Cooperation with UNCTAD - UNCTAD XI and Parallel events - Workshop on "Cultural Entrepreneurship in Creative Industries", "High-Level Panel on Creative Industries and Development and Session on SMEs "Building Competitive Export Capacity of Developing Country Firms"(Sao Paulo, Brazil, from June 7 to 18, 2004)

A representative of the SMEs Division made two presentations on all the Events of the Forum, entitled, "The Role of the IP system as the Essential basis for Development of the Creative Industries."

55. Cooperation with International Federation of Reproduction Rights Organisations (IFRRO), (Geneva, Switzerland, from February 2004)

A representative of the SMEs Division presented the Division's activities and provided representatives of IFRRO with materials on IP for SMEs that could be used for educational purposes. It was decided that a more in-depth meeting would be held to identify means of cooperation and joint activities.

56. Board Meeting of International Council of Societies of Industrial Design (ICSID) (Milan, Italy, April 16, 17 and 18, 2004)

A representative of the SMEs Division made a presentation about the SMEs Division's activities at the ICSID Board Meeting and held discussions concerning WIPO's possible participation in the next major congress of ICSID in Scandinavia in September 2005 as well as WIPO's possible contribution to two projects of ICSID namely, (1) Proposed World Design Report and (2) World Design Charter with emphasis on IP issues.

57. WASME-ITC Joint Programme (January 26 to 29, 2004)

A representative of the SMEs Division made a presentation on "Intellectual Property for Exports" at the joint ITC-WASME Event for Trade Promotion Agencies.

58. Adaptation of the ILO Start and Improve Your Business (SIYB) program in Zambia

The SMEs Division drafted a substantial input on intellectual property for inclusion in the draft training module on cultural entrepreneurship, which is currently being prepared by the ILO.

N. Activities related to International Events

59. WIPO-WASME Special Program on Practical Intellectual Property Issues for Entrepreneurs, Economists, Bankers Lawyers and Accountants (Geneva, Switzerland, 3-6 May 2004)

The use of intellectual property as a strategic tool for business development was the focus of a four-day workshop organised by the SMEs Division and the Association of Small and Medium Enterprises (WASME). Some 25 self-financed participants from eight countries participated in the event, along with representatives from the Common Market for Eastern and Southern Africa (COMESA) and the International Labour Organisation (ILO).

60. WIPO Forum on Intellectual Property and SMEs for IP Offices of OECD and EU Enlargement Countries (Alicante, Spain, May 27 and 28, 2004)

The annual Forum on intellectual property and SMEs for IP Offices and relevant institutions in the member countries of the OECD and the EU Enlargement Countries was attended by 24 IP offices and 9 relevant institutions.

61. 22nd Session of the OECD's Working Party on SMEs (Paris, France, March 29 and 30, 2004)

A representative of the SMEs Division participated in the final preparatory meeting for the Ministerial Conference held under the auspices of the 22nd session of the Working Party on SMEs.

62. 22nd Session of the OECD's Working Party on SMEs (Paris, France, March 29 and 30, 2004) and **Second OECD Ministerial Conference on Small and Medium-sized Enterprises** (Istanbul, Turkey, June 3 to 5, 2004)

A representative of the SMEs Division made a presentation and submitted a background paper for the Working Party on SMEs entitled, "Intellectual Property Rights and Innovation in SMEs."

63. WIPO-IASP Training Seminar on Intellectual Property for Managers and Staff of Science Parks and Business Incubators (Geneva, Switzerland, June 28-30, 2004)

In cooperation with the International Association of Science Parks, the SMEs Division organised a three day event to provide managers and staff of science parks and incubators a basic knowledge of the IP system as well as basic skills to better serve clients and tenants on IP matters. The seminar included an intensive one-day session on licensing and technology transfer and a practical session for teaching participants to use patent databases.

64. WASME-INSME International Training Programme on Management of Innovation and Technology Transfer. (New Delhi, India, October 12 to 15, 2004)

In cooperation with the World Association of Small and Medium-sized Enterprises (WASME) and the International Network of Small and Medium-sized Enterprises (INSME), the SMEs division organized a joint International Training Program and made a presentation on "Legal Aspects of Technology Transfer" with the assistance of an external consultant.

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