

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

**List of Main Activities  
January – December 2005**

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, 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
- (iii) **Guide on Patents for SMEs** (Title: [Inventing the Future](#): An Introduction to Patents for Small and Medium-sized Enterprises)
  - Published in English
- (iv) **A Stitch in Time: Smart Use of Intellectual Property by Textile Companies**
  - Published in English

**b) Guides Under Preparation**

- (i) **Guide on Copyright for SMEs** (Title: *Creative Expression*)  
*Likely to be published in English by June 2006.*
- (ii) **Guide on IP Valuation for SMEs** (first draft finalized)

## 2. Customized and/or translated publications

Some countries finalized during 2005 the translation or national customization of selected publications of the SMEs Division. These countries were: Algeria, Argentina, Italy, Kenya, Lithuania, Mongolia, Morocco, Romania, Slovakia, Tunisia and Turkey.

## 3. Joint Publications with the International Trade Centre (ITC)

- (iv) **Marketing Crafts and Visual Arts: The Role of Intellectual Property: A Practical Guide** (*Published in English, French and Spanish*)
- (v) **Secrets of Intellectual Property: A Guide for Small and Medium-sized Exporters** (*Published in English, French and Spanish*)
- (vi) **Exchanging Value: Negotiating Technology License Agreements: A Training Manual** (*English version published in January 2005*)

## 4. Other Publications

- (i) **La Propiedad Intelectual y las Pequeñas y Medianas Empresas: el Caso Argentino.** *Published only in Spanish.*
- (ii) In Spanish: **“Guía del Empresario: Marcas e Indicaciones Geográficas.”** *Prepared by an external expert; final draft received.*
- (iii) **“Intellectual Property Rights for the Toy Industry in India.”** *Prepared by an external expert, funded by UNIDO; second draft received.*
- (iv) **“Intellectual Property Rights for Machine Tools Industry in India.”** *Prepared by an external experts, funded by UNIDO; first draft received.*

### B. CD-ROM Product

#### 1. ["IP PANORAMA": Multi-Media Interactive CD-ROM Product](#)

A joint project between the Korean Intellectual Property Office (KIPO), Korean Inventors Promotion Agency (KIPA) and WIPO. The first of the ten modules completed.

### C. Other Original Contributions

## 5. WIPO Magazine Articles

The SMEs Division regularly contributes to the WIPO Magazine. In 2004, the following articles were published:

- i) [Patent Information: Buried Treasure](#) (January-February 2005)
- ii) [IP Issues in Advertising](#) (March-April 2005)
- iii) [Intellectual Property in the Fashion Industry](#) (May-June 2005)
- iv) [IP Innovation and New Product Development](#) (July-August 2005)
- v) [Launching a New Product: Freedom to Operate](#) (September-October 2005)
- vi) [Patents in Technical Standards](#) (November-December 2005)

## 6. Other Original Articles by the Staff Members of the SMEs Division to external publications (?)

- vii) [Role of Intellectual Property in Innovation and New Product Development](#)
- viii) [Savvy Marketing: Merchandising of IP Rights](#)
- ix) [Intellectual Property Issues in Advertising](#)
- x) [Claiming What Counts in Business: Drafting Patent Claims with a Clear Business Purpose](#)
- xi) [Legal Pitfalls in Taking or Using Photographs of Copyright Material, Trademarks and People](#)
- xii) [Patents at the Core: the Biotech Business](#)
- xiii) [Understanding the Engine of Creativity in a Creative Economy: An Interview with John Howkins](#)
- xiv)

## 7. Articles on SMEs Website Contributed by Others

- xv) [What to do if you're accused of Copyright Infringement](#) by Lesley Ellen Harris.
- xvi) [A Primer on Open Source Software for Business People and Lawyers](#)  
by J. Davidson
- xvii) [International Trade in Technology – Licensing of Know-How and Trade Secrets](#)  
by Hans Verhulst
- xviii) [Assessing the Value of a Patent: Things to Bear in Mind](#) by Ian Cockburn
- xix) [A Provisional Application – An Important Tool in the Right Hands](#) by  
Ian Cockburn
- xx) [To License a Patent or, to Assign it: Factors Influencing the Choice](#) by Philip  
Mendes
- xxi) [Intellectual Property Rights for SMEs in the Pharmaceutical Industry](#) by
- xxii) [On-line Patent Searching – A Cautionary Tale](#) by Ian Cockburn
- xxiii) [Licensing and Technology Transfer in the Pharmaceutical Industry](#) by Philip  
Mendes
- xxiv) [IP Due Diligence – A Necessity, Not a Luxury](#) by Ian Cockburn
- xxv) [A Practical Guide to Managing Intellectual Property](#) by Ian Cockburn

## 8. 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 2005. It is now much easier to access relevant material. The new site includes many useful articles, case studies and best practices as well as information on publications and multimedia developed recently by the division.

## 9. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 20,464 subscribers (as of January, 200) 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

**10. 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 and Egypt. The SMEs Division is providing technical support and guidance to the national researchers. First, second or final draft report of the national studies is currently being reviewed for all countries, except Sierra Leone.

**11. 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. The studies are at an advanced stage as well as the summary report prepared by an external consultant from Japan. A set of guidelines arising from the study are being developed by WIPO.

### F. Activities in Africa

**12. Pan African Conference for Women Entrepreneurs** (Yaoundè, Cameroon, April 18 and 19, 2005)

A representative of the SMEs Division made a presentation entitled, “Role of IP in Innovation and New Product Development” in the Conference organized by the African Development Bank (AfDB) along with ILO and UNDP. Some 250 participants from 50 African countries representing key African women entrepreneurs associations, are expected to participate in the conference

**13. Workshop on Intellectual Property for Business for SMEs** (Dar-es-Salaam, Tanzania, May 10 and 11, 2005)

A representative of the SMEs Division participated and made nine presentations entitled, “Why do Small and Medium-sized Enterprises (SMEs) Need Intellectual Property Tools: Objectives, Programs and Activities of the Small and Medium-sized Enterprises Division of WIPO”; Intellectual Property Landscape in Tanzania: The Emerging Role of Business Registrations and Licensing Agency (BRELA) in Assisting SMEs to Profit from the Use of the Intellectual Property System”; Keeping Confidence: Trade Secrets in Business Strategy”; “Beyond Getting Noticed: Branding, Trademarks and Business Strategy”; “Introduction to Utility Models and Patents: Practical Strategies for SMEs”; “Industrial Designs and Copyright as Tools for Business”; “Sharing Intellectual Property Assets: Licensing and Technology Transfer”; Selected Case Studies and Best Practices in Tanzania: SMEs Benefiting from Use of Intellectual Property System”; “The Role of SME Support Institutions in Enhancing the Competitiveness of SMEs; Creating IP Awareness and Providing Intellectual Property (IP) Services”.

**14. World Association of Industrial and Technological Organizations (WAITRO)** (WIPO Headquarters, Geneva, October 20, 2005)

Two representatives of the SMEs Division participated and made presentations.

G. Activities in Arab Countries

**15. 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 while it was completed in Algeria, Morocco and Tunisia.

**16. 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.

**17. Visit of Diplomats from the Ministry of Foreign Affairs of the Arab Republic of Egypt from May 9 to 13, 2005**

A representative of the SMEs Division made a presentation at the meeting entitled, “Intellectual Property and Small and Medium-sized Enterprises (SMEs)”.

**18. INSME-API training program: *Supporter la création et le développement des entreprises innovantes*** (Tunis, Tunisia, December 13 to 15, 2005)

A representative of the SMEs Division made three presentations entitled, “*La propriété intellectuelle comme outil au service de la recherche: l'exemple de PME utilisant les résultats de la recherche*”; “*Le spin-off d'entreprises et la propriété intellectuelle*”; “*Le spin-off universitaire et la protection des résultats de la recherche*”.

## H. Activities relating to Asia and the Pacific regions

### **19. WIPO National Seminars on Enhancing Awareness and Building Capacities of SMEs to benefit from IP system (Kathmandu, Nepal and Thimphu, Bhutan, January 25 to February 3, 2005).**

A representative of the SMEs Division made two presentations at each seminar entitled, "An Overview of Objectives, Strategies and Activities of the SMEs Division of WIPO" and "Marketing and Branding Strategies: Use of Trademarks, Industrial Designs and Geographical Indications for Business Success". 60 officials from the public and private sectors participated in each seminar.

### **20. National Seminar on the Importance of IP for the Handicrafts Sector (Hyderabad, India, April 5 to 7, 2005)**

Two representatives of the SMEs Division made six presentations entitled, "Keeping Confidence: Role of Trade Secret Protection in Business Success"; "Branding and Trademarks in Marketing Handicrafts: Case Studies"; "Role of Geographical Indications, Collective Marks and Certification Marks in Marketing Handicrafts: Case Studies"; "Building a Competitive Edge in the Handicraft Sector: Protecting Inventions by Utility Models and/or Patents: Case Studies"; "Commercialising Handicrafts: Role of IP in Improving Enterprise Profitability through Direct Exploitation, Licensing, Franchising, and/or Merchandising: Case Studies"; "IP Issues in Exporting Handicrafts" in the Seminar organized by the Office of Development Commissioner (Handicrafts), Ministry of Textiles, Govt of India and the National Institute of Fashion Technology (NIFT), Hyderabad. There were sixty participants at the above Seminar.

### **21. Bilateral Discussions with the Council of Scientific and Industrial Research (CSIR) (New Delhi, India on April 4 and 8, 2005)**

A representative of the SMEs Division held discussions with representatives of the CSIR regarding customization of the first two guides on IP for Business series and for holding a workshop on Negotiating Technology Licensing Agreements in July/August 2005

### **22. Bilateral Discussions with the Office of the Development Commissioner, Small Scale Industries (SSI), Govt of India (Delhi, India, April 4 and 8, 2005)**

A representative of the SMEs Division held discussions concerning the joint audio-visual film project

### **23. Bilateral Discussions with NIFT (Delhi, India, April 4 and 8, 2005)**

A representative of the SMEs Division had discussion concerning curriculum development and course material preparation based on the WIPO/ITC publication, Marketing Crafts and Visual Arts: The Role of IP: A Practical Guide.

**24. WIPO Round Table on Development of University-Industry Partnerships for the Promotion of Innovation and Transfer of Technology** (Tokyo, Japan, April 26 and 27, 2005)

A representative of the SMEs Division participated and made two presentations entitled, “SMEs – The Global Perspective” and “IP-How are SMEs Managing: Global Case Studies of IP Strategies”.

**25. Official Visit of Dr. Ulaan Chultem Deputy Prime Minister, Government of Mongolia** (WIPO Headquarters, Geneva, on May 26, 27, and 30, 2005)

A representative of the SMEs Division made a presentation entitled, “The Usefulness of Intellectual Property for Small and Medium-Sized Enterprises (SMEs).”

**26. “Training The Trainers” Workshop on Intellectual Property Rights for the National Institute Of Fashion Technology (NIFT)** (New Delhi, India, June 20 to 24, 2005)

A representative of the SMEs Division made six presentations entitled, “Keeping Confidence: Putting in Place a Trade Secret Protection Program”; “Benefiting from Your Copyright”; “IP and E-commerce: Protecting your Website”; “Trademark Usage: Getting the Basics Right”; “Marketing and the of Role Geographical Indications, Collective Marks and Certification Marks in the Textile, Apparels and Lifestyle Sector – Case Studies”; and “IP and Advertising.”

**27. ASEAN-USPTO Seminar on IPR Capacity-Building for SMEs** (Bangkok, Thailand, July 1, 2005)

A representative of the SMEs Division made one presentation entitled, “Identifying and Leveraging Intellectual Property Rights as Entrepreneurial Assets”

**28. WIPO National Workshop on Negotiating Technology Licensing Agreements** (New Delhi, India, July 4 to 8, 2005)

A representative of the SMEs Division made two presentations entitled, “International Perspective on IP issues in Research Institutes – Industry Partnerships”; “Basics of Patent Valuation” and also coordinated with a team of facilitators in Negotiating and drafting of a Licensing Agreement.

**29. Study tour to WIPO of MBA students from Inidan Institute of Planning and Management (IIPM)**

Some 180 students of the IPM (Mumbai, Pune, Bangalore and Delhi) participated in the one day orientation training program on IPRs from a business/entrepreneurial perspective during their European study tour.

**30. Workshop on Management of Intellectual Property by Photographers, jointly organized by WIPO and the China Artistic Photography Society (CAPS)** (Beijing, China, December 8 and 9, 2005)

A representative of the SMEs Division made three presentations, entitled, “Taking Photos of People, Places and Copyright Material”; “Marketing Photography and the Role of Intellectual Property”; and “IP Issues Related to Photography Contracts”. There were seventy participants.

**31. Development of IPR Policy, curriculum and course material at the National Institute of Fashion Technology (NIFT) (New Delhi, India, December 19 and 21, 2005)**

A representative of the SMEs Division helped in the development of IPR Policy

**32. Precongress Event on IPRs for International Congress for Trade in Services for 2006 with Federation of Indian Export Organizations (FIEO) (New Delhi, India, December 22 and 23, 2005)**

A representative of the SMEs Division held discussions to develop the program on IP for the International Congress on Trade in Services

I. Activities in Certain Countries in Europe and Asia

**33. Visit of an official from the IP Office of Slovakia (March 10, 2005).**

A representative of the SMEs Division met with an official from the IP office of Slovakia to discuss the customization of two guides in this country.

**34. Cooperation with TAIEX: Workshop on "IP Rights and Data Protection" and "Company Law Competition" (Warsaw, Poland, April 4 and 5, 2005)**

A representative of the SMEs Division made two presentations, entitled “Protection of Intellectual Property Rights in Promoting Investment and New Product Development for Domestic and Export Markets”; and "Using the Intellectual Property Rights System for enhancing the competitiveness of SMEs.” There were forty participants.

**35. EUMED Textile and Clothing Working Group (European Commission) (Brussels, Belgium, April 15, 2005)**

A representative of the SMEs Division made "IP in Creative Industries (Fashion and Textile)" Sector.

**36. Cooperation with TAIEX: Workshop on Practical Intellectual Property Issues in Business Strategies for SMEs (Varna, Bulgaria, July 5 and 6, 2005)**

A representative of the SMEs Division made three presentations entitled, “Keeping Confidence: Putting into Place a Trade Secret Protection Program”; “Marketing and the Role of Geographical Indications, Collective Marks and Certification Marks – Case Studies”; and “Intellectual Property and E-Commerce - How to Take Care of Your Business’ Website”. There were forty participants.

**37. Cards Regional Workshop On Valuation And Management Of IP Assets In Smes And Entrepreneurship** (Belgrade, Serbia And Montenegro, November 3 to 5, 2005)

Three representatives of the SMEs Division made seven presentations entitled, “Marketing and Branding Strategies: The Role of Trademarks, Geographical Indications, and Industrial Designs for Business Success – Case studies”; “Companies as Owners and users of Works Protected by Copyrights and Related Rights”; “Leveraging Intellectual Property Assets: Role of IP in Improving SMEs Profitability through Direct Exploiting, Licensing, Franchising and/or Merchandising: Case Studies” and “Accounting and Valuation of IP Assets Valuation Techniques/Methods: Accounting of IP”; “Accounting and Valuation of IP Assets Valuation Techniques/Methods: The Equity Approach”; “Accounting and Valuation of IP Assets: The Equity Approach and Discounted Cash Flow Calculations” and “A Method for Valuing an Invention or a Partly Developed Technology”; There were fifty participants.

J. Activities in Latin American Countries and the Caribbean

**38. Expert Mission on Science and Technology Policy** (San Salvador, El Salvador, March 7 and 8, 2005)

In the framework of the development of the country’s national science and technology policy, and under request from the government, a representative of the SMEs Division, together with a representative of the LAC Bureau, held consultations with a wide range of institutions and private sector groups and provided a preliminary report on initial findings on how to integrate intellectual property into the national science and technology policy.

**39. CAPNET Publishing Management Training Workshop** (Montego Bay, May 27 and 28, 2005)

A representative of the SMEs Division participated and made a presentation entitled, “The Management of Intellectual Property by Small and Medium-sized Publishing Enterprises”.

**40. WIPO-ECLAC Forum on Intellectual Property, Science, Technology and Innovation Policies.** (Chile, Santiago, June 28 and 29, 2005)

A representative of the SMEs Division participated in the Forum and moderated a session on “Intellectual Property and Sectoral Policies: the Biotechnological and Pharmaceutical sector.” There were approximately 40 participants present at the Forum.

**41. INSME-CFI International Training Seminar on Management of Innovation and Technology Transfer,** (Buenos Aires Argentina, July 5 to 8, 2005)

The SMEs Division organized a session on the Legal Aspects of Technology Transfer,. In addition, a representative of the SMEs Division moderated the session and made a presentation on the “Introduction to the Intellectual Property System for SMEs.” There were approximately 60 participants at the seminar.

- 42. WIPO-CEDA Regional Roving Symposium on IP for SMEs** (July 18 and 19, 2005, Paramaribo, Suriname; July 22 and 23, 2005, Castries, St. Lucia; July 25 and 26, 2005, Kingston, Jamaica; and July 28 and 29, 2005, Santo Domingo, Dominican Republic)

Two representatives of the SMEs Division made seven presentations entitled, “Objectives, Programs and Activities of the SMEs Division of WIPO”; “Keeping confidence: Trade Secrets in Business Strategy”; “The Business of Copyright in a Creative Economy”; “Beyond getting Noticed: Role of Trademark and Industrial Designs in Developing Branding Strategy”; “Overcoming the Challenges of Size: The Use of Collective Marks, Certification Marks and Geographical Indications”; “IP Issues in Outsourcing and Exports: Challenges and Opportunities”; and “WIPO Domain Name Dispute Settlement: An Introduction”.

- 43. International Trade Law Forum** (Santa Cruz de la Sierra, Bolivia, July 27 to 29, 2005)

A representative from the SMEs Division made one presentation entitled, “Intellectual Property and International Conventions as a tool for enhancing the competitiveness of SMEs”.

- 44. *Encuentro Científico Internacional – ECI 2005*** in cooperation with INDECOPI (Lima, Peru, July 30 to August 2, 2005)

A representative of the SMEs Division made a presentation entitled, “the Relationships between IP and Technology and Scientific Research”.

- 45. Latin American Symposium on Micro, Small and Medium-sized Enterprises** (Lima, Peru, September 21 to 23, 2005)

A representative of the SMEs Division made a presentation at the Latin American Symposium on Micro, Small and Medium-sized Enterprises, which is an annual event that brings together representatives from many of the largest SME support institutions from the region. Over 500 people participated in the forum.

- 46. INDECOPI-CONCYTEC Meeting on University-Industry Relations: the Role of Intellectual Property** (Lima, Peru, September 21, 2005)

A representative of the SMEs Division made a presentation at the meeting on “Intellectual Property in University-Industry Partnerships.” Approximately 25 high-level representatives from Peruvian universities and research institutions were present at the meeting and participated actively in the discussions.

- 47. Second WIPO-ECLAC Regional Training Course on Technology Management and Intellectual Property** (Chile, Santiago, December 6 and 7, 2005)

A representative of the SMEs Division made a presentation on “The private sector and technology management in Latin America and the Caribbean.” The presentation summarized the preliminary findings of the seven national studies on the use of the IP system by SMEs. Approximately 30 participants participated in the training course.

## K. Activities in Industrialised Countries

### **48. Preparatory meeting on the organization of the World Symposium on the Protection of Geographical Indications** (Rome, February 17, 2005)

A representative of the SMEs participated in the first WIPO-Italy coordination meeting for the preparation of the above symposium, to be organized end of June in Parma (Italy) by WIPO in cooperation with the Government of Italy.

### **49. II National Conference on Foreign Trade, “Made in Italy and the Global Challenge”, Ministry of Productive Activities** (Rome, Italy, February 25 and 26, 2005)

A representative of the SMEs Division participated in the conference and presented the work of the Division during a panel on how to promote the “Made in Italy” at the international level.

### **50. Basel World Fair** (Basel, Switzerland, March 30 to April 1, 2005)

A representative of the SMEs Division held discussions with the organizers of the Fair for providing on loan their exhibit materials and information for organizing an exhibition in WIPO during the General Assemblies

### **51. Second Forum on Technological Transfer** (Rome, Italy, March 31, 2005)

A representative of the SMEs Division participated in the forum and made a presentation entitled, “The Role of Technology Transfer in SMEs Business Success.” at the Forum organized by the Province of Rome.

### **52. Train the Trainer Program and Commercial Attachés Program for East Africa,** Rotterdam (Netherlands), April 12, 2005

Both programs were organized by the Centre for the Promotion of Imports from Developing Countries (CBI) of the Netherlands and targeted business consultants from developing countries and commercial attachés respectively. A representative of the SMEs Division made two presentations on “Intellectual property for exporters.” A total of 50 participants were present at both events.

### **53. INSME 2005 Annual Meeting** (Barcelona, Spain, April 13 to 15, 2005)

A representative of the SMEs Division participated as an observer in the 2005 INSME Association General Assembly and gave a presentation on the program and activities of the SMEs Division during the conference “International Cooperation to Seize Innovation Opportunities for SMEs”.

### **54. EUMED Textile and Clothing Working group (European Commission),** (Brussels, Belgium, April 15, 2005)

A representative of the SMEs Division participated and made a presentation on, “The Activities of the SMEs Division of WIPO”.

**55. 2005 Africa Economic Conference: Promoting Development Through Growth** (Paris, France, May 2 to 4, 2005)

A representative of the SMEs Division made a presentation entitled, “WIPO-Protecting the IP of SMEs”. About 40 persons attended the event.

**56. Participation in the intellectual property information session at the Cannes International Film Festival, France** (May 20, 2005)

A representative of the SMEs Division participated and made a presentation on the “Activities of the SMEs division”.

**57. Center for IP Studies (CIP), Chalmers University Forum 2005: Managing IP as Core Business** (Goteborg, Sweden, May 22 to 25, 2005)

A representative of the SMEs Division participated and made a presentation entitled, “IP Valuation and Finance” in the above Forum.

**58. Intensive Seminar on IP for Law Students from Israel** (May 23 to 27, 2005)

A representative of the SMEs Division made a presentation at the meeting entitled, “Managing Intellectual Property Assets for the Competitiveness of SMEs.”

**59. Israeli-Palestinian delegation of four Professors** (May 27, 2005)

A representative of the SMEs Division held discussion with four IP Professors.

**60. Netval Seminar on IP and Technology Transfer Offices** (Volterra, Italy, May 30 to 31, 2005)

A representative of the SMEs Division made a presentation on “The Business Approach to IP”.

**61. European Patent Academy Seminar on Industrial Property Issues for Government Officials and Information Administrators** (Munich, Germany, July 18-22, 2005)

A representative from the SMEs Division made a presentation on “Branding strategies including use of Collective Marks, Certification Marks and Geographical Indications, for enhancing the competitiveness of SMEs.” There were eighty participants

**62. World Symposium on the Protection of Geographical Indications** (Parma, Italy, June 27 to 29, 2005)

A representative of the SMEs Division participated in this symposium organized by the Sector of Trademarks, Industrial Designs and Geographical Indications. There were more than 200 participants.

**63. WIPO-Italy International Symposium on IP and the Competitiveness of SMEs in the Textile and Clothing Sectors (Caserta, Italy, November 30 to December 2, 2005)**

A representative of the SMEs Division participated in the Symposium and made three presentations entitled, “The Role of IP in Enhancing the Competitiveness of SMEs in the textile and clothing sector”; “The Relevance of IP for the textiles and clothing sector; Domestic, Regional and International Aspects”; and “IP in International Business Strategies: Opportunities, Challenges of Growing Market Integration”.

**64. INNOFINLAND Award Ceremony (Helsinki, Finland, November 29 and 30, 2005)**

A representative of the SMEs Division made a speech at the award ceremony on behalf of the Director General. Around 120 officials from the public and private sector attended the event, including Her Excellency Mrs. Tarja Halonen, President of Finland, attended the event. During the visit, discussions were held with officials from the National IP Office concerning activities to be developed with the SMEs Division of WIPO.

**65. FAME XIII Seminar of the Centre for the Promotion of Imports from Developing Countries (CBI), Rotterdam (Netherlands), September 28, 2005**

A representative of the SMEs Division made a presentation on “Intellectual Property for Exporters” to approximately 25 representatives from business support organizations from developing countries. The opportunity was also used to have discussions with representatives of the CBI who were keen to explore closer cooperation with WIPO in a number of areas.

**66. Dr. Guy Pessach regarding Academic Collaboration on (May 27, 2005)**

A representative of the SMEs Division had discussions on the possibilities for future collaboration between the SMEs Division of WIPO and the Faculty of Law, The Hebrew University of Jerusalem Affiliate Fellow, Information Society Project, Yale Law School.

**67. WIPO Workshop on IP: Practical IP Issues in Developing a Business Plan for SMEs (Belfast, Northern Ireland, October 24 to 26, 2005)**

A representative of the SMEs Division participated and made a presentation entitled, “Assessment and Valuation of IP Assets”.

**68. National Seminar on IP for Start-Ups and SMEs in cooperation with the Ministry of Industry Trade and Labor of the State of Israel (Tel Aviv, December 5 to 9, 2006)**

Two representatives of the SMEs Division made four presentations on “Using the Intellectual Property System for Enhancing the Competitiveness of SMEs”; “The Role of IP in Enhancing the Competitiveness of SMEs: Integrating IP Issues in the Business Plan and Strategy of an Enterprise”; “The Relevance of Intellectual Property in the International Context”; and “Accounting and Valuation of IP Assets: Importance, Methods and Challenges”.

## L. Internal Co-operation

### **69. 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.

### **70. 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.

### **71. 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.

### **72. Cooperation with Certain Countries in Europe & Asia**

On April 7, 2005, a representative of the SMEs Division of WIPO made a presentation to a delegation of inventors from Romania on the role of Intellectual Property in the Technology Transfer.

### **73. Intensive Seminar on IP for Law Students from Israel and Palestine (May 23 to 27, 2005)**

A representative of the SMEs Division of WIPO participated and made a presentation entitled, "IP for SMEs – IP Management for Economic Growth".

### **74. Study Visit of Heads of IP Offices from China (October 17 to 21, 2005)**

A representative of the SMEs Division of WIPO participated and made a presentation entitled, "The Importance of IP for SMEs – Select Case Studies of Success Stories".

## M. Cooperation with IGO's

### **75. 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.

### **76. WIPO-WTO Colloquium for Teachers of IP (June 27 to July 8, 2005)**

A representative of the SMEs Division participated and made a presentation entitled, “IP for SMEs” on July 6, 2007

**77. Visit to WIPO of LLM Students from the University of Turin** (October 31 to November 4, 2005)

A representative of the SMEs Division had discussions with students to help with their research subjects.

N. Activities related to International Events

**78. Third Annual WIPO Forum on IP and SMEs for IP Offices and other Relevant Institutions in OECD and South Mediterranean Basin Countries** (Geneva, Switzerland, May 25 and 26, 2005) text?

**79. WIPO-INSME International Training Program on Intellectual Property and Management of Innovation in Small And Medium-Sized Enterprises** (Geneva, May 11 to 13, 2005)

In cooperation with the International Network of Small and Medium-sized Enterprises (INSME), the SMEs Division organized a joint International Training Program for participants from OECD and non OECD countries.

L. Activities with the Private Sector

**80. Creators in Perpetual Movement** (Geneva, September 14 to October 23, 2005)

An Exhibition in collaboration with the Swiss Watch Industry Federation was held from September 14 to October 23, 2005, entitled, “Creators in Perpetual Movement” by a representative of the SMEs division.

[End of document]