

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

**List of Main Activities
January – December 2006**

A. Publications

1. New Publications

[Creative Expression, an Introduction to Copyright for Small and Medium-sized Enterprises](#) was printed in English.

2. Customized and/or translated publications

- a) During this period, the countries which have completed the translation or customization of Making a Mark and/or Looking Good under the IP for Business Series include Algeria, Argentina, Hungary, Italy, Lithuania, Mongolia, Morocco, Romania, Slovakia, Tunisia and Turkey and Turkey.
- b) The WIPO/ITC guide, “Negotiating Technology” was translated into Croatian.
- c) Agreements were signed for the customization of guides under the IP for Business Series with Malaysia.

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

[Exchanging Value: Negotiating Technology License Agreements: A Training Manual](#) (published in English in January 2005). Spanish translation published.

The Croatian version of Exchanging Value: Negotiating Technology License Agreements: A Training Manual entitled, “Razmjena Vrijednosti: Pregovaranje O Sporazumima O Licenciranju Tehnologije” was published.

B. CD-ROM Products

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

IP PANORAMA 01 was published on-line and on CD-ROM. This is 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). Completed Modules 06 to 10.

C. Articles Contributed

4. WIPO Magazine Articles

In 2006, the following articles were published:

- i) [Quality Patents: Claiming What Counts](#) (January to February 2006)
- ii) [Using Photographs of Copyrighted Works and Trademarks](#) (March to April 2006)

5. Other Original Articles written by the Staff Members of the SMEs Division, which were published on the SMEs Website and Newsletter

- iii) [Legal Pitfalls in Taking or Using Photographs of Copyright Material, Trademarks and People](#) by Verbauwhede (February 2006)
- iv) [Patents at the Core: The Biotech Business](#) by Burrone (February 2006)
- v) [Managing Patent Costs: An Overview](#) by Jaiya and Kalanje (June 2006)
- vi) [Independent Existence or Coexistence of Identical or Similar Trademarks](#) by Nanayakkara (October 2006)

6. Articles Published on SMEs Website, Contributed by Others

- vii) [Intellectual Property Rights Information Serving Innovation](#) by Paul Schwander (January 2006)
- viii) [Franchising and Licensing – What are they? And how can you benefit from them](#) By Ian Cockburn (March 2006)
- ix) [IP Audit – A “How to” Guide](#) By Ian Cockburn (April 2006)
- x) [Two Apples, a Football Tournament and a Bunch of Trademarks](#) By Ian Cockburn (May 2006)
- xi) [So What are the Do’s & Don’ts for Choosing a Brand?](#) by Andrew Knowlesn (May 2006)
- xii) [Intangible Assets and Intellectual Property Valuation: A Multidisciplinary Perspective](#) by Paul Flignor and David Orozco (July 2006)
- xiii) [The Synergy of Trademarks and Marketing](#) by James A. Dimitrijevs (July 2006)
- xiv) [Investment in the Intellectual Property Driven Firm and Required Rates of Return](#) by Laine Simpson (August 2006)
- xv) [SMEs or Micromultinationals? Leveraging the Madrid System for International Branding](#) by Roya Ghafele (September 2006)

7. Articles Contributed to other Magazines and/or Republished

Original articles submitted to the CBI Magazine, Series on IP (By Esteban Burrone)

- i) *Common Pitfalls in the Area of IP Rights Cause many Exporters to Stumble The Protection of Patents*
- ii) *The Value of Trademarks*
- iii) *Covering your Copyright*

Chapters contributed in a book to be published by UK Patent Office:

- iv) *International Trademark Protection: Why and How?*
- v) *International Patent Protection: Strategic Issues for SMEs*
- vi) *The Protection of Patents*

Articles republished elsewhere: By Lien Verbauwhede

- vii) *Intellectual Property Issues in Advertising*
 - The ICFAI Journal of Intellectual Property Rights, Hyderabad, India, May 2006
- viii) *Legal Pitfalls in Taking or Using Photographs of Copyright Material, Trademarks and People*
 - WIPO SMEs Newsletter, Geneva, Switzerland, Feb 2006
 - I/P Updates Newsletter, Atlanta, Georgia, USA, March 2, 2006
 - http://ip-updates.blogspot.com/2006_03_01_ip-updates_archive.html
 - IPTAblog, April 27, 2006
 - http://www.iptablog.org/2006/04/27/interesting_miscellany.html
- ix) *Using Photographs of Copyrighted Works and Trademarks*
 - Arab Society for Intellectual Property (ASPIP) E-Bulletin, April 2006
- x) *Copyright and Trademark Issues in Using Photographs*
 - The Copyright & New Media Law Newsletter, Canada, August 2006 (to be published)
 - IPR Bulletin, Issue 29, Alicante, Spain, September 2006 (to be published)

Articles republished elsewhere: By Christopher Kalanje

- xi) *Role of Intellectual Property in Innovation and New Products Development*
 - Asia Pacific Tech Monitor, New Delhi, India, March to April, 2006)

Case Studies from the SMEs Website republished elsewhere

Three case studies from China (Shinotech), India (The case of a toymaker) and Japan (Kogyo) were republished in the Asia Pacific Tech Monitor

8. Case Studies published on SMEs Website

- xii) [*The Protection of Innovative Products as a Growth Strategy in International Markets - Síntesis Química S.A. \(Chemical Synthesis Plc\) \(January\)*](#)
- xiii) [*Intellectual Property as a Key Element of Business Strategy - Calipso Software S.A. \(February\)*](#)
- xiv) [*IP as an Instrument for Preserving a Market Niche – Therabel Pharma \(February\)*](#)
- xv) [*Industrial Property Mistakes can be Expensive - the Experience of Alba Confecciones Cuba\) \(March\)*](#)

- xvi) [Tribeka – A UK SME with a GroundBreaking Digital Software Licensing System Prospers, Thanks to its IP \(October\)](#)
- xvii) [Creative Branding Strategy of Ozgene Pty Limited – An Australian Biotechnology Company \(November\)](#)

9. Best Practices published on SMEs Website

- xviii) [AVAL AUDIOVISUAL, S.G.R. - Spain \(April\)](#)
- xix) [Awareness Raising on IP for SMEs – France \(June\)](#)

D. SMEs Website and E-mail Newsletter

10. 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 expanded considerably in 2006.

The page views from January to December 2006 in all languages stands at 2,434,085 up from 1,380,000 in December 2005.

11. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 25,001 subscribers (as of December 31, 2006) 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.

Newsletter Subscribers as of December 31, 2005		Newsletter Subscribers as of December 31, 2006	
English	11,208	English	14,521
French	1,447	French	1,496
Spanish	3,024	Spanish	4,402
Arabic	793	Arabic	976
Chinese	823	Chinese	2,053
Russian	969	Russian	1,553
TOTAL	18,264	TOTAL	25,001

E. National Studies on IP and SMEs

12. The Egypt and Morocco Studies have been completed. The study from Lebanon is in the process of completion.

F. Activities in Africa

- 13. WIPO/KEPSA National Seminar on IP and Franchising for SMEs** (Nairobi, Kenya, February 8 and 9, 2006)

A representative of the SMEs Division participated and made 2 presentations entitled, “Objectives, Programs and Activities of the SMEs Division of WIPO”; and “Intellectual Property Consideration for SMEs Franchisees”.

- 14. Atelier National sur la PI et participation Journée Mondiale de la PI** (Dakar, Senegal, April 24 to 26, 2007)

A representative of the SMEs Division participated and made four presentations entitled, “*Vue d’ensemble des objectifs, strategies et activités de la Division des petites et moyennes entreprises (PME) de l’OMPI* » ; « *Presentation générale du système de la propriété intellectuelle et son importance pour les PME/petites et moyennes industries (PMI)* » ; « *L’importance des marques dans la commercialisation des produits : de l’idée à la mise en place d’un nouveau produit sur le marché* » ; et « *Les pratiques recommandées pour aider les PME/PMI à utiliser le système de la propriété intellectuelle : le rôle des structures d’appui aux PME/PMI* ».

- 15. Study Visit of a Sudanese Delegation to WIPO Headquarters** (May 29 to June 2, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “Role of IP in the Competitiveness of SMEs”.

- 16. 6th Annual Meeting of the Tanzania Intellectual Property Forum** (Dar-es-Salaam, Tanzania, June 8, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “Conceptualizing Creative Industries”.

- 17. Intellectual Property Policy Conference Making Intellectual Property Work for Development** (Gaborone, Botswana, June 26 to 29, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “WIPO’s Initiative on IP for SMEs” and “IP and Business Strategies for SMEs”.

- 18. Using IP to Support Local Industries** (Mbabane, Swaziland, July 5, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “IP Issues for SMEs”; and “WIPO’s SME Initiative”.

19. WIPO/ARIPO Colloquium on IP Education, Training and Research and one day Workshop (Harare, Zimbabwe, July 18 to 20, 2006)

Two representatives of the SMEs Division participated and made two presentations entitled, “The Role of IP in Enhancing the Competitiveness of SMEs in Domestic and Export Markets”; and on “Products and Services of the SMEs Division of WIPO: Best Practices in Promoting Awareness and Capacity on IP Matters in SMEs”; “Leveraging IP Assets for Business Success: Introduction to IP Rights

20. Seminar on IP for SMEs (Maputo, Mozambique, August 21 and 22, 2006)

Two representatives of the SMEs Division participated and made six presentations entitled, “Leveraging IP Assets for Business Success; Introduction to IPRs”; “An Introduction to WIPO and its Services: the SMEs and the LDC’s Program”; “Keeping Confidence: Trade Secrets in Business Strategy and Starting your Business”; “Getting Noticed: The Role of Trademarks, Industrial Designs and Geographical Indications”; “Enhancing Enterprise Competitiveness Through Patents and Patent Information” and “Leveraging IP Assets: Licensing and Franchising”.

21. Visit of the South African Delegation to Geneva

A representative of the SMEs Division made a presentation of the SMEs Website.

G. Activities in Arab Countries

22. 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 (translation in Arabic), Morocco, Tunisia and Algeria (Customization completed in French).

23. *Atelier National Sur La Propriété Intellectuelle Comme Outil de Développement et de Compétitivité des Petites et Moyennes Entreprises (PME)* (Senegal, April 24 to 25, 2006)

A representative of the SMEs Division participated and made four presentations entitled, “Vue d’ensemble des objectifs, stratégies et activités de la division des petites et moyennes entreprises (PME), OMPI”; “Présentation générale du système de la propriété intellectuelle et son importance pour les PME/PMI”; “L’importance des marques dans la commercialisation des produits: de l’idée à la mise en place d’un nouveau produit sur le marché”; et “Les Pratiques recommandées pour aider les PME/PMI à utiliser le système de la propriété intellectuelle: le rôle des structures d’appui aux PME/PMI”.

24. WIPO Sub-Regional Seminar on the Role of IP for SMEs (Casablanca, Morocco, June 20 to 21, 2006)

A representative of the SMEs Division participated and made three presentations entitled, “Introduction à la propriété industrielle et l’intérêt de sa protection pour les petites et moyennes entreprises”; *De l’idée au brevet et du brevet au profit: Les expériences de success*”; “Le rôle de l’OMPI dans la promotion de la propriété industrielle dans les PME’s ». There were 150 participants.

25. Seminaire National de l'OMPI sur la propriété industrielle a l'attention de l'Université (Casablanca, les 12 et 13 décembre 2006)

A representative of the SMEs Division participated and made three presentations entitled, “*Introduction à la propriété industrielle et l'intérêt de sa protection pour les petites et moyennes entreprises*”; « *De l' idée au brevet et du brevet au profit: Les expériences de success*”; “*Le rôle de l'OMPI dans la promotion de la propriété industrielle dans les PME's*”. There were 100 participants.

H. Activities relating to Asia and the Pacific regions

26. Joint WIPO-KIPO Mission on IP for SMEs to Indonesia and the Philippines (February 11 to 18, 2006)

From February 11 to 18, 2006 two representatives of the SMEs Division undertook a mission to Indonesia and the Philippines, in partnership with the Korean Intellectual Property Office (KIPO) and within the financial support provided by the Korea Funds in Trust. The primary objective of this mission was to discuss with local policy makers the replication and printing of information material produced by the SMEs Division of WIPO, including the new multimedia product “IP Panorama” as well as exploring other forms of collaboration in the specific sector of IP for SMEs.

The mission was undertaken by two representatives from the SMEs Division within the framework of the Korea Funds in Trust. Two officials from the Korean Intellectual Property Office (KIPO) also participated. Several presentations organized by the IP Offices of both countries were made by WIPO in close collaboration with KIPO. A total number of around 100 participants attended the various events in Jakarta and Manila.

27. XXII APEC IPEG Meeting and the Workshop on IP for SMEs and Micro-Enterprises (Hanoi, February 21 to 24, 2006)

From February 19 to 24, 2006 a representative of the SMEs Division participated in a mission to Hanoi (Vietnam), together with a representative of the Economic Development Bureau for Asia and the Pacific (ASPAC). The main objective of this mission was to participate as observer in the 22nd Asia-Pacific Economic Cooperation (APEC) Intellectual Property Rights Expert Group Meeting (IPEG) as well as to attend (as speaker) the related Workshop on IP for Small and Medium-Sized Enterprises and Micro-Enterprises

The mission was carried out in cooperation with the Economic Development Bureau for Asia and the Pacific (ASPAC). The main objective of this mission was to participate as observer in the 22nd Asia-Pacific Economic Cooperation (APEC) Intellectual Property Rights Expert Group Meeting (IPEG) as well as to attend (as speaker) the related Workshop on IP for Small and Medium-Sized Enterprises and Micro-Enterprises. Around 90 participants attended the workshop.

28. WIPO National Seminar on the Use of Intellectual Property in Enhancing the Competitiveness of Cambodian Industry and Business (Phnom Penh, Cambodia, March 9 and 10, 2006)

A representative of the SMEs Division made three presentations entitled, “Using the IP System for Enhancing the Competitiveness of SMEs”; “Best Practices in Creating Awareness and Capacity on IP Matters in SMEs – Learning from the Experience from the Countries”; and “Role of IP in Marketing of Products of SMEs: Importance of Collective Marks, Certification Marks and Geographical Indications.” There were about fifty participants.

29. Patent Drafting Workshop (Mumbai, India, April 10 to 18, 2006)

A representative of the SMEs Division participated in a Patent Drafting Workshop co-organized jointly by the New Technologies Division of WIPO and the Indian Institute of Technology (IIT-Bombay), an eight day workshop on Patent Drafting.

30. Institute of Intellectual Property Studies (IIPS) (Mumbai, India, April 15, 2006)

A representative of the SMEs Division made a presentation on “Promoting IP to SMEs for Enhancing their Competitiveness” to the students of Institute of Intellectual Property Studies.

31. WIPO National Seminar on IP for SMEs (Bandar Seri Begawan, Brunei Darussalam, April 26 and 27, 2006)

A representative of the SMEs Division participated and made three presentations entitled, “Promoting Use of IP Instruments by SMEs: Role of SME Support Institutions in Meeting the IP Needs of SMEs”; “An Overview of Licensing of IPRs including Introduction to Branding and Merchandising”; and “Valuation of IP”.

32. National Intellectual Property Day Celebration (Kuala Lumpur, Malaysia, April 27 and 28, 2006)

A representative of the SMEs Division participated and made a presentation on “It Starts with an Idea”.

33. WIPO National Seminar on Enhancing Awareness and Building Capacity of Small and Medium-Sized Enterprises (SMEs) to Benefit from the Intellectual Property (IP) System (Kuala Lumpur, Malaysia, September 7 and 8, 2006)

Two representatives of the SMEs Division participated and made three presentations entitled, “Marketing and Branding Strategies: The Use of Trademarks and Industrial Designs for Business Success: Case Studies”; Marketing and Business Strategies: The Role of Collective Marks, Certification Marks and Geographical Indications for Business Success” and “Companies as Owners and Users of Works Protected by Copyright and Related Rights”.

34. SERVIN XPO 2006 (New Delhi, India, October 4, 2006)

A representative of the SMEs Division participated and made a presentation on “Branding and Franchising in the Health and Life Sciences Business”. There were 75 participants.

35. Biotechnology Consortium India Limited (BCIL) Seminars for the production of Case Studies of Small to Medium-Sized Seed Companies in Developing Countries with a Focus on IP Issues Raised by Innovation in Plant breeding and Agricultural Biotechnology (New Delhi October 5 to 7, 2006 and Bangalore (October 9 to 11, 2006)

A representative of the SMEs Division participated and made two presentations on “Forms of Intellectual Property Rights Relevant to Innovators Using Genetic Resources Relevant Intellectual Property Rights: Patents, Trade secrets Trademarks”; “Value-addition to Genetic Resource-based Products through Branding (Trademarks, Certification marks, Geographical Indications etc.)

36. Annual Editorial Advisory Board Meeting of the magazine “World Patent Information” (October 16, 2006)

A representative of the SMEs Division participated in the above meeting.

37. WIPO National Seminar on Using the IP System for Protection, Valuation and Commercial Exploitation of “One-Tambon-One-Product” and one-day Workshop on Women, IP and Handicrafts (Bangkok, December 12 to 15, 2006)

A representative of the SMEs Division participated and made one presentation entitled, “How to Identify, Protect and Use IPRs for Protection and Marketing of OTOP Products: Introduction to IP Audit”.

38. Workshop entitled, “Sub-national Innovation Systems and Technology Capacity Building Policies to Enhance Competitiveness of SMEs (Kathmandu, Nepal, December 21 and 22, 2006)

An external speaker nominated by the SMEs Division made three presentations entitled, “Integrating the Management of IPRs in Subregional Innovation Systems for Supporting technological Capacity of SMEs”; “Creating Institutional IP Policies for Enhanced Industry – Academic Interactions for Commercialization of Innovation. Sharing Asian Experiences (Based on a WIPO Study in Asia)”; “Taking Grass-Root Innovations to Market: Lessons from India”; and participated in the Round-Table discussions.

39. [Orientation Program on Intellectual Property for Management Students of Indian Institute Of Management \(IIPM\), WIPO Headquarters, Geneva](#)

Some 1000 students of the IIPM (Delhi, Mumbai, Chennai, Bangalore, Hyderabad, Pune, and Ahmedabad) participated in the one day orientation training program on IPRs from a business/entrepreneurial perspective during their European study tour.

I. Activities in Certain Countries in Europe and Asia

40. International Conference “Building Innovation Competence of Intellectual Property
(Dobrna, Slovenia, April 11 and 12, 2006)

A representative of the SMEs Division made four presentations entitled, “Keeping Confidence: Putting in Place a Trade Secret Protection Program”; “Marketing and Branding Strategies: The Role of Trademarks, Geographical Indications for Business Success”; Marketing and Branding Strategies: The Role of Trademarks, Geographical Indications for Business Success”; and “IP and E-commerce: How to Take Care of Your Business’ Website”. There were about 100 participants.

41. Conference: Access to Finance for SMEs (Belgrade, Serbia, June 13 and 14, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “The Support given by WIPO for SMEs”; “The Support given by WIPO for Innovation and IT”. There were 250 participants.

42. 54th World Congress of Women Entrepreneurs (FCEM) and Workshop/Seminar on IP for SMEs (Ljubljana, Slovenia, October 20 to 24, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “The Future Belongs to the Enterprising” and “The Importance of IP in SMEs”. There were about 200 participants.

43. “Analytical Report on IP in SMEs in Romania” and Discussions with NAMSEC
(Bucharest, November 20, 2006)

Two representatives of the SMEs Division participated in completing the draft report.

J. Activities in Latin American Countries and the Caribbean

44. Instituto Ecuatoriano de la Propiedad Intelectual (IEPI) (Quito and Guayaquil, Ecuador, March 2 and 3, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “Business Use of the Intellectual Property Rights (IPRs)” and “The Role of Trademark in Consolidating Business Position”. There were 200 participants.

45. INDECOPI-CONCYTEC, Program for the Creation of Technology Transfer Centers (Lima, Peru, March 6 and 7, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “Technology Transfer and Innovating SMEs” and the “The Role of IP in Universities and Research Centres”. There were 50 participants.

46. Ministerio de Industria y Comercio (MIC) of Paraguay (Asunción, Paraguay, March 9 and 10, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “Importance of IP Assets for SMEs” and “The Role of Trademarks in Consolidating Business Position”. There were 100 participants.

47. WIPO/CAPNET/UWI Sub-Regional Workshops on the Management of IP in the Publishing Industries (Kingston, Jamaica, March 30 and 31, 2006 and Port of Spain, Trinidad and Tobago, April 3 and 4, 2006)

A representative of the SMEs Division participated and made presentations on “Evaluation and Valuation of Intellectual Property Assets of Publishers”. There were about 100 participants.

48. Cooperation with the Chamber of Commerce of Uruguay and Seminar on How to Enhance the Value of Your Company (April 18 to 21, 2006)

A representative of the SMEs Division participated and made three presentations on “The Role of Trademarks”, “Importance of IP Assets” and “Strategies in Implementation by Clusters for IPR Development”. There were 70 participants.

49. 2nd INSME Association General Assembly (Montevideo, Uruguay, April 24, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “The Role of Innovation in Accelerating Business Development: the Intellectual Property Rights legal System as a Promotion Tool for Innovative Enterprises”. There were 200 participants.

50. IP in Agribusiness Seminar (Montevideo, Uruguay, June, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “Franchising: A Tool for Extending SMEs Businesses”. There were 200 participants.

51. Colombia: Retreat of a Government Delegation for the Development of a National IP Strategic Plan (NIPSP) (May and July, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “Policy Issues Related to the Effective Use of the IP System by SMEs”.

52. First Sub-regional Forum to Promote the Use of the IP System among SMEs in the Agribusiness Sector in Latin American Countries (Montevideo, July 3 to 5, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “The Franchising: A Model to be Successful for SMEs: The Case of Fast-Food Enterprises”.

53. First International Congress on IP “La propiedad intelectual, buenas realidades oportunidades, retos y compromisos para América Latina” (Panama City, Panama, September 14 to 16, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “IPRs System as a Tool for Consolidating Business Position” and “Patent – An Introduction for SMEs”. There were 250 participants.

54. Training for Trainers Program (Paramaribo, Suriname, October 19 and 20, 2006)

A representative of the SMEs Division made three presentations on “The Role of WIPO in Supporting Innovating SMEs”; Estudio de casos sobre la utilización de activos de propiedad intelectual por parte de las PYME”; and “Protecting Innovation”. There were 50 participants.

55. Two Seminars on the Role of the IP for Enhancing the Competitiveness of SMEs Working in the Textile Sector (Quito and Guayaquil, Ecuador, October 24 and 25, 2006)

A representative of the SMEs Division made two presentations on “La franquicia, un modelo de expansión para las PYMES” and “La PI como herramienta estrategica para las PYMES”. There were 100 participants in Quito and 100 in Guayaquil.

56. WIPO National Seminar on IP for SMEs (San Salvadore, November 20 to 23, 2006)

A representative of the SMEs Division participated and made two presentations entitled, “The Role of Intangibles in Supporting Business Development” and “Trade Secrets and Patents – An Introduction for SMEs”. There were 150 participants.

K. Activities in Industrialised Countries

57. Fashion, Textile and Innovation: the Future Now (Artimino, Prato, Italy, March 23, 2006)

A representative of the SMEs Division made a presentation entitled, “The Economic Impact of the IPR System in the Business Development of Fashion Enterprises”. There were 300 participants.

58. WIPO-CRUI Training Program on IP and Management of Innovation in SMEs, Spin-Offs and Research Centers (March 27 and 28, 2006, CRUI Headquarter, Rome, Italy)

A representative of the SMEs Division organized and participated in the training program and made one presentation entitled, “Intellectual Property and University Spin-off”. There were 90 representatives.

59. IP for Softwares Package Business at EMLyon Numérik (Lyon, France, April 5, 2006)

Two representatives of the SMEs division participated and made a presentation on “IP and Software”. There were 60 participants.

60. Delegation from the University of Antwerp, Belgium (WIPO Headquarters, Geneva, April 19, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “WIPO’s SMEs Division”.

61. Visit of Mr. Sujit Chowdhury, President, World Trade University (WTU) Global Secretariat (WIPO Headquarters, Geneva, May 9, 2006)

A representative of the SMEs Division participated and made a presentation about the role of the Division.

62. Expert Group for Drafting an IPR Charter (Bonn, Germany, June 23, 2006)

A representative of the SMEs Division participated in an expert group meeting for discussions on drafting an IPR Charter.

63. Orientation Program on IP for MBA students from the University of Lyon Business and Management school, Lyon, France and University of Minnesota, USA (July 3, 2006)

A representative of the SMEs Division made two presentations on “General activities of WIPO”, and on “Activities of the SMEs Division”. There were 25 participants.

64. Visit of Masters Students of Industrial Property – Istituto del Commercio Estero, Italy (July 28, 2006)

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

65. Seminar “The Model of Geographical Indications and Collective Trademarks on Agrobusiness and its Applicability to the Argentinean Market (Rome, Italy, September 7 and 8, 2006)

A representative of the SMEs Division made a presentation on “The Model of Geographical Indications and Collective Trademarks on Agrobusiness and its Applicability to the Argentinean Market”.

66. WIPO Round Table Meeting on Promoting the Use of IP Assets for Raising Finance by SMEs (WIPO headquarters, Geneva, September 22, 2006)

A representative of the SMEs Division made a presentation on “Promoting the Use of IP Assets for Raising Finance”. There were 20 participants.

67. Annual Editorial Advisory Board Meeting (London, UK, October 16, 2006)

A representative of the SMEs Division attended the annual Editorial Advisory Board Meeting of the Magazine “World Patent Information” as a member of their advisory board.

68. Interforum Conference on “China – Economic Partner for Swiss SMEs” (Lausanne, Switzerland, October 24, 2006)

A representative of the SMEs Division made a presentation on “Piracy and Conterfeiting: Effective Measures”.

69. OECD-APEC Global Conference on Removing Barriers to SME Access to International Markets (Athens, Greece, November 5 to 8, 2006)

A representative of the SMEs Division participated and made a presentation entitled, “Removing Barriers to SME Access to International Markets” in the Conference. There were 500 participants

70. FAME XV Seminar of the Centre for the Promotion of Imports from Developing Countries (CBI), Rotterdam (Netherlands), November 9, 2006

A representative of the SMEs Division made a presentation on “Intellectual Property for Business competitiveness” There were 25 representatives from business support organizations from developing countries.

71. European Commission’s Workshop on IP and Access to Finances for High Growth SMEs (Brussels, November 23, 2006)

A representative of the SMEs Division made presentation on “The Role of IP as a Tool fro Raising Finance”.

72. Annual University Technical Seminar of the EBAN Winter University (Brussels, November 23, 2006)

A representative of the SMEs Division made a presentation entitled, “Importance of IPRs for Early Stage Investors”.

73. Mission to Commonwealth Secretariat – Follow-up of the SME Policy and Strategy Project: Needs Assessment (Mahe, Seychelles, September 21 to 23, 2006) (London, United Kingdom, December 19. 2006)

A representative of the SMEs Division made a presentation entitled, “SME Policy and Strategy Project: Needs Assessment of the Mahe, Seychelles, Workshop: IP for Enhancing the Competitiveness of SMEs”.

L. Internal Co-operation

Cooperation with WIPO World-Wide Academy

74. WIPO Summer School on IP and SMEs (July 3 to 14, 2006)

A representative of the SMEs Division made a presentation on IP and SMEs on July 12, 2007.

75. Workshop on Practical IP Issues for SME Support Institutions (March 14 to 16, 2006)

Four representatives of the SMEs Division made presentations entitled, “The Role of Industrial Property in the Competitiveness of SMEs”; “Keeping Confidential Information: the Importance of Property Management of Trade Secrets”; “Innovation and the Protection of Inventions: Patents and Utility Models: Case Studies”; “Case Study: Developing a Business Plan on the Basis of an Innovative Product”; and “Developing a Program for Supporting SMEs in Using the IP System”.

76. Interregional Intermediate Seminar on Industrial Property for Officials from IP Offices and Relevant Ministries (June 7 to 9, 2006)

A representative of the SMEs Division facilitated the group discussion on IP for SMEs based on a case study for developing a business plan.

M. Cooperation with IGO's

77. WIPO/WTO Colloquium for Teachers of Intellectual Property (July 4, 2006)

A representative of the SMEs Division made a presentation at the above colloquium.

N. Activities related to International Events

78. [A Business Oriented Overview of IP for IP Law Students](#) (Geneva, Switzerland, May 29 to June 1, 2006)

There were 31 participants.

79. WIPO Forum on Intellectual Property and Small and Medium-Sized Enterprises for Intellectual Property Offices and Other Relevant Institutions In OECD Countries (The Hague, June 14 and 15, 2006)

There were 45 participants.

80. [WIPO-INSME International Training Program on the role fo Intellectual Property in Raising Finance by Small and Medium-sized Enterprises](#) (Geneva, Switzerland, July 11 and 12, 2006)

There were 45 participants.

WIPO Round Table Meeting on Promoting the Use of Intellectual Property Assets for Raising Finance by SMEs (September 22, 2006)

A representative of the SMEs Division made a presentation entitled, “Introduction to the Issues for Discussion”.

- 81. IPRs, SMEs and Health-Related PPPs – Climbing up the Value Chain** (Geneva, Switzerland, October 25, 2008)

A representative of the SMEs Division made a presentation entitled, “Introduction – The Importance of IPRs to SMEs”.

L. Activities with the Private Sector

- 82.** Developing a guide for the Watch and Jewellery industries with “Rawene S.A.” Switzerland.
- 83.** Preparing with the watch makers/owners of trademarks and the Swiss Watch Industry Federation (FH), case studies for the guide.

[End of document]