

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

**List of Main Activities
January – December, 2007**

A. Publications

1. Customized and/or translated SMEs publications

Country	Making a Mark (Trademark guide)	Looking Good (Industrial Designs guide)	Inventing the Future (Patents guide)
Bulgaria	X	X	
Iran	X	X	X
Italy	X	X	X
Kenya	X	X	
Lithuania		X	X
Macedonia		X	X
Mongolia	X	X	
Poland	X	X	
Romania	X	X	X
Slovakia	X	X	X
Vietnam	X	X	

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

Agreement signed between WIPO and the Czech Republic for the translation of the WIPO/ITC guide, “Exchanging Value – Negotiating Technology Licensing Agreements – A Training Manual”.

Agreement signed between WIPO and the State Agency of IP of the Republic of Moldova for the translation of the guide, “Secrets of IP – A Guide for Small and Medium-sized Exporters”.

B. Multimedia Products

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

Copyright Management Agreement and License Agreement between WIPO, KIPO and KIPA were signed at Daejeon, Korea on May 10, 2007.

IP PANORAMA was officially launched on September 24, 2007 on the website of the World Intellectual Property Organization (WIPO) at <http://www.wipo.int/sme/en/multimedia/>.

MOU for trilateral cooperative framework for IP PANORAMA between KIPO, KIPA and WIPO was signed at Seoul on October 17, 2007.

[Agreement](#) with the Department of Intellectual Property of Thailand for the translation, reproduction and distribution of IP PANORAMA in Thai was signed on November 30, 2007.

[MOU](#) on Establishing IP for Business Course and Using IP PANORAMA with Asian Pacific Women's Information Network Center (APWINC), Sookmyung Women's University was signed at Jeju, Korea on December 3, 2007.

[Audio Visual film](#) on IP for SMEs produced in India by WIPO's assistance.

C. Articles Contributed

3. **Original Articles written by the Staff Members and/or Interns of the SMEs Division, which were published on the SMEs Website and Newsletter**
 - i. [Trademark Licensing/Merchandising by Universities](#)
4. **Articles Published on SMEs Website, Contributed by Others**
 - ii. [Clusters of Innovation and Life Sciences](#) by Deborah Lazard, Director of Innovation Networking, MSD-México
 - iii. [Introduction of Changes to the Hague System for the International Registration of Industrial Designs](#)
5. **Case Studies published on SMEs Website**
 - iv. [The Protection of Computer Programs ? The Case of Payroll S.A. \(Chile\)](#)
 - v. [A Method of Preventing Frosting of Soil – Florencio Lazo Ltd. \(Chile\)](#)
 - vi. [Genetics Firm for the Domestic Market - Campex Semillas Baer \(Chile\)](#)
6. **Best Practices published on SMEs Website**
 - vii. [Support for Belgian Industry by Patent Information Activities](#)
 - viii. [IP Australia ? Raising Awareness about IP \(updated version\)](#)
 - ix. [Support for SMEs by the Japan Patent Office \(updated version\)](#)

D. SMEs Website and E-mail Newsletter

7. 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 2007.

The page views from January 1, 2007 to December 31, 2007 stand at 2,287,056.

8. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 25,756 subscribers (as of December 31, 2007) 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 January 1, 2007		Newsletter Subscribers as of December 31, 2007	
English	14,521	English	14,848
French	1,496	French	1,684
Spanish	4,402	Spanish	4,831
Arabic	976	Arabic	957
Chinese	2,053	Chinese	1,974
Russian	1,553	Russian	1,462
TOTAL	25,001	TOTAL	25,756

F. Activities in Africa

9. WIPO ARIPO National Seminar on IP and Competitiveness of SMEs (Harare, Zimbabwe, February 6 to 9, 2007)

Two representatives of the SMEs Division participated and made seven presentations entitled, “An Overview of the Structure, Mission, Activities, Information Products and Services of the SMEs Division of WIPO, Featuring the Interactive Modules of the “IP PANORAMA” and the Training Courses for Entrepreneurs and SMEs in General”; “Leveraging IP Assets for Business Success – Introduction to IP Rights”; “Getting Noticed: The Role of Trademarks, Industrial Designs and Geographical Indications”; “Keeping Confidence: Trade Secrets in Business Strategy and Starting Your Business”; “Enhancing Enterprise Competitiveness Through Patents and Patent Information”; “Leveraging IP Assets; Licensing and

Franchising”; and “The SMEs Division Case Studies, Information On-line, Guides, Seminars and Academic Training Course”.

10. Workshop on the Preparation of National Chapter on the Legislative, Regulatory and Institutional Mechanisms in Support of Technology Licensing for Tanzania and Meetings with Partners concerning joint projects (March 28 and 29, 2007)

A representative of the SMEs Division participated in the Workshop.

11. Study Visit by Judges from Sudan (June 18 to 22, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “IP and SMEs”, on June 19, 2007.

G. Activities in Arab Countries

12. Delegation of Diplomats to WIPO from the Egyptian Ministry of Foreign Affairs (February 28, 2007)

A representative of the SMEs Division made a presentation on the activities of the SMEs Division to a delegation of six Egyptian diplomats from the Egyptian Ministry of Foreign Affairs, who were on a study visit to the WIPO headquarters from February 26 to March 1, 2007. The Egyptian delegation, which was headed by the Director of the Egyptian Institute for Diplomatic Studies, included diplomats working on intellectual property matters, including negotiations on intellectual property issues, whether on a multilateral or bilateral level.

13. Subregional Seminar for Women Entrepreneurs on How to Use IP for Increasing the Value of an Enterprise (Casablanca, Morocco, March 8 and 9, 2007)

A representative of the SMEs Division participated and made 3 presentations entitled, “La propriété intellectuelle at le développement économique: historique et enjeux”; “L’importance des marques dans la commercialisation des produits et services, le développement des PME et la croissance économique » ; « Table ronde : les expériences des femmes entrepreneurs dans le domaine de la propriété intellectuelle

14. WIPO Regional Seminar for Arab States on the Promotion of Accession to the Madrid Protocol (Cairo, Egypt, July 2 to 4, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Benefits of Using the Madrid System with Small and Medium-Sized Enterprises (SMEs)”. There were 25 participants.

H. Activities relating to Asia and the Pacific regions

15. WIPO-CII Seminar on “Using the IP System to Reward Inventors” – a half-day workshop for Young Inventors, (New Delhi Feb 14, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “Understanding the Intellectual Property System: A Legal and Business Perspective”; and “What Inventors Should Know about Copyright and Industrial Designs”;

16. Proposal for a WIPO-Federation of Indian Publishers (FIP) – Ministry of Human Resources and Development (Min. HRD), National Workshop on the Management of IP in the Publishing Industry, (New Delhi, India, February 15 and 16, 2007)

A representative of the SMEs Division participated and made four presentations entitled, “Introduction to the Relevant Intellectual Property Rights in the Publishing Industry”; “Valuation of Intellectual Property Assets of a Publisher”; “Role of Branding in Marketing the Products of a Publisher”; “Introduction to the Relevant Intellectual Property Rights in the Publishing Industry”;

17. WIPO-CEHA Seminar on IP for Electronics Industry (New Delhi, India, February 19 and 20, 2007)

A representative of the SMEs Division participated and made three presentations entitled, “Overview of the Key Role of IP in Business Success in the Knowledge-driven Economy”, “Introduction to the International Aspects of the IP System” and “Intellectual Property Issues in a Website”.

18. The Global Textile Economic Forum and Discussions with SIPO (Beijing, China, March 22 and 23, 2007)

A representative of the SMEs Division will participate and make a presentation entitled, “How to bring the mutually-complementary advantages among the developed, the developing and the LDC countries into a Good and Efficient Play so as to Drive the Progress of Science, Technology, Brand and International Cooperation to Build up a Harmonious and win-win Multinational Industrial Chain, Supply Chain and Value Chain”.

19. Two Workshops on “Sub-national Innovation Systems and Technology Capacity Building Policies to Enhance Competitiveness of SMEs (Ulaanbaatar, Mongolia, March 21 and 22, 2007 and Jakarta, Indonesia, April 3 and 4, 2007)

An external speaker represented the SMEs Division and participated in the Workshops and made three presentations in each Workshop entitled, “Integrating the Management of IPs in Sub regional Innovation Systems for Supporting Technological Capacity of SMEs”; “Creating Institutional IP Policies for Enhanced Industry – Academic Interactions for Commercialization of Innovations. Sharing Asian Experiences”; “Taking Grass-Root Innovations to Market: Lessons from India”.

20. WIPO-KIPO Joint Conference on Innovating IP Administration (Seoul, May 7 to 8, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “IP Management Strategies in the Private Sector: The Practice and Experience”.

21. IP PANORAMA Quality Check with KIPO and KIPA (Seoul, May 7 to 11, 2007)

Two representatives of the SMEs Division were responsible for the quality check of IP PANORAMA.

22. Lectures in two Universities (Seoul, May 9 and 10, 2007)

A representative of the SMEs Division made two presentations entitled, “Importance of IP in Marketing” and Importance of IP in R&D”. There were 70 students.

23. Study Visit of Democratic People's Republic of Korea to WIPO Headquarters, Geneva

A representative of the SMEs Division made a presentation entitled, “Importance of Intellectual Property in Enhancing the Competitiveness of SMEs”.

24. Working Party on SMEs & Entrepreneurship (WPSMEE) Meeting (Tokyo, Japan, May 29 and 30, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “WIPO’s Activities in the Area of SME Management of Intellectual Property Rights” and “Collaboration between WIPO and OECD”.

25. WIPO-OECD Conference on “Enhancing the Role of Small and Medium-sized Enterprises (SMEs) in Global Value Chains” (Tokyo, Japan, May 31 to June 1, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “Intangible Assets and Intellectual Property Rights Management, Challenges for SMEs” and “Enhancing the Role of SMEs in Global Value Chains”.

26. WIPO Asia Sub-Regional Workshop on the Use of IP by SME Support Institutions for the Promotion of Competitiveness of SMEs in the Food Processing Sector (Lahore, Pakistan, June 5 and 6, 2007)

A representative of the SMEs Division participated and made three presentation entitled, “The IP System: A Tool for Enhancing the Competitiveness of SMEs with focus on Food Processing Sector”; Importance of IP Management (IP Audit) in an Enterprise: An Introduction for SMEs and SME Support Institutions”; and “Protecting Trade Secrets”.

27. 6th Meeting of the OIC Task Force on SMEs Malé, (Maldives June 11 to 13, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Role of IP in Competitive Strategies of SMEs: WIPO Role and Suggested Plan of Action”.

28. Training of Trainers Program on Intellectual Property Rights (Hyderabad, India, August 13 to 17, 2007)

The above program was organized by the SMEs Division of WIPO with the help of an external expert.

29. ASEAN-USPTO Workshop on IPR Capacity-Building for SMEs (Bangkok, Thailand, August 22 to 24, 2007)

A representative of the SMEs Division made four presentations entitled, “Identifying and Leveraging IP Rights as Entrepreneurial Assets”; “Innovation and Valuation of IP Assets: Different Approaches”; “IP Protection and Small Business Organizations”; “Case Studies of Effective Exploitation of IPRs”; and the Roundtable Discussion on the “Changing Landscape for SMEs in ASEAN”.

30. Regional Workshop on the Role of Intellectual Property in Enhancing the Competitiveness and Growth of Small and Medium-sized Enterprises (SMEs) in the Franchising Sector, (Singapore, September 18 to 21, 2007)

A representative of the SMEs Division participated and made three presentations entitled, “Leveraging Intellectual Property (IP) Assets for Business Success”; “The Role of IP in the Franchising Industry: Patents and Utility Models”; and “IP Issues in Franchising Agreement”. The representative also participated in the group discussion on “Formulation of Appropriate Policies and General Guidelines by the Government to Support SMEs in Using the IP System in Franchising Sector”.

31. 2007 World Women Invention Forum, (Seoul, October 16, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “The Importance of Intellectual Property in Enhancing the Competitiveness of Women Innovators and SMEs”

32. Discussion on MOU for trilateral cooperative framework for SMEs between KIPO, KIPA and WIPO (Seoul, October 17, 2007)

Two representatives of the SMEs Division participated in the discussion of policy for allowing the distribution, reproduction or translation or adaptation of IP PANORAMA.

33. Lectures and discussion with two Universities and three enterprises (Seoul, October 18 and 19, 2007)

A representative of the SMEs Division participated and made three presentations on “Trade Secrets and Copyrights”, “Using Patents to Extract Value from Products of Biotechnology” and “Importance of IP in R&D and business innovation”. Some 210 students and researchers participated.

34. Finalization of the operational plan for the National Project on IPRs for MSMEs to (New Delhi, India, November 14 to 16, 2007)

A representative of the SMEs Division participated in the finalization of the operational plan.

35. National Seminar on IP and Development of the Franchising Sector in (Ulaanbaatar, Mongolia, November 29 and 30, 2007)

A representative of the SMEs Division participated and made three presentations entitled, “Leveraging Intellectual Property Assets for Business Success”; “The Role of Trademarks

and Designs in a Franchising Arrangement”; and “The Role of Trade Secrets in a Franchising Arrangement”.

36. WIPO-KIPO-KIPA Asian Regional Meeting on Using IP PANORAMA for Building Capacity of SMEs for Strategic IP Management, (Jeju Island, Republic of Korea, December 13 and 14, 2007)

Two representatives of the SMEs Division participated and made three presentations entitled, “WIPO’s Experience on Capacity Building on IP in the Asia Pacific Region”; “IP PANORAMA as an Effective Capacity Building Tool”; “Practical Demonstration of Different Modules of IP PANORAMA”.

37. Visit of Senior Officials from the Government of Bangladesh (WIPO Headquarters, December 13 and 14, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Intellectual Property and Small and Medium-sized Enterprises (SMEs); Policy and Strategy Considerations in Using of IP for Business Development and Growth”.

38. National Seminar on IP and Development of the Franchising Sector in Pakistan (Lahore, December 17 and 18, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Leveraging Intellectual Property Assets for Business Success; Building an Enterprise from a Franchise”; “Managing Trade Secrets in a Franchising Arrangement

39. Mission for promoting IP PANORAMA to Japanese companies and universities (Tokyo, Japan, December 19 to 21, 2007)

A representative of WIPO visited Japanese companies and universities for promoting IP PANORAMA and to seek potential collaborations with Japanese organizations to use IP PANORAMA as a training and capacity building tool on IP for business.

40. Workshop on the National Chapter on the Legislative, Regulatory and Institutional Mechanisms in Support of Technology Licensing for Nepal to be added to “Exchanging Value, Negotiating Technology Licensing Agreements – A Training Manual” (Kathmandu, Nepal, December 24 and 25, 2007)

A representative of the SMEs Division participated in the organization of the workshop where the final report was reviewed and commented upon.

41. Study tour to WIPO of MBA students from Inidan Institute of Planning and Management (IIPM) (January to December 2007)

Some 1100 students of the IIPM (Delhi, Mumbai, Pune, Bangalore, Chennai and Hyderabad) 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

42. **WIPO- UNIDO National Seminar on Managing IP of SMEs in the “High Technologies Park”** (January 23 to 25, 2007)

Two representatives of the SMEs Division participated and made five presentations entitled, “An Overview of National and International Intellectual Property Systems and the Role of WIPO”; “The Importance of Trade Secrets for Software Companies”; “Marketing Software Products: The Importance of Trademarks and Industrial Designs - Case Studies”; “Intellectual Property Audit and Due Diligence”; and “Intellectual Property Issues in a Company Website”.

43. **National Workshop on the Importance of IP in Enhancing the Competitiveness of the SMEs** (Ljubljana, Slovenia, April 24 and 25, 2007)

Two representatives of the SMEs Division participated and made nine presentations entitled, “The Importance of Trade Secrets for Businesses”; “The Use of Industrial Designs for Business Success”; “Marketing and Branding Strategies: The Role of Trademarks and Geographical Indications for Business Success”; “The Use of the Patent System for Business Competitiveness”; “The Choice Between Patent or Trade Secret, What Legal and Business Considerations should an SME take into Account, Putting in Place a Trade Secret Program, Putting in Place a Patent Management Program”; “Companies as Owners and Users of Works Protected by Copyright and Related Rights”; “Leveraging IP Assets: Licensing, Franchising and Merchandising”; IP and E-Commerce: How to Take Care of Your Business Website”; “IP Issues in Exporting”; “What Measures can a Company take to Protect Itself Against Counterfeiting and Piracy”

44. **Seminar on the Madrid and the Hague Systems** (Tallinn, Estonia, May 7 and 8, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “IP for Business with special focus on Trademarks, Industrial Designs and Geographical Indications”.

45. **International Chamber of Commerce World Chambers Federation, 5th World Chambers Congress** (Istanbul, Turkey, July 4 to 6, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “The Relevance of Intellectual Property System for SMEs”.

46. **WIPO-UNECE-SBSC National Training on Intellectual Capital Readiness: The Role of Intangibles as a Tool for Raising Financing, (Ljubljana, November 26 and 27, 2007)**

A representative of the SMEs Division participated and made a presentation entitled, “The Importance of IP for Enhancing the Competitiveness of SMEs”; . Some 50 participants attended.

J. Activities in Latin American Countries and the Caribbean

47. 9th Edition of Fashion Rio (Rio de Janeiro, January 15 to 19, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “The Activities of the WIPO SMEs Division” and “The Role of IPRs for Enhancing the Competitiveness of SMEs in the Fashion Industry”.

48. II Subregional Forum to Promote the use of IP System among SMEs in the Agribusiness Sector in Latin American Countries (San Jose, Costa Rica, March 12 to 14, 2007)

A representative of the SMEs Division participated and made three presentations entitled, “Intellectual Property Rights Protection on the export markets”; “Evaluation of the possibilities of the international registration systems”; « Franchising: A model of expansion for the SMEs. The fast-food case”.

49. Seminario Itinerante de Propiedad Intelectual para el Sector Textil y del Vestido (Monterrey, Mexico, April 13 to 19, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “The Intellectual Property to Raise the Competitiveness of SMEs in the Fashion and Textile Sector”; and “How to Increase the Exploitation of the Intangibles: Go Beyond the Protection of Intellectual Property Strategies on Franchising and License Agreements”. There were 250 participants.

50. WIPO Seminar on “Intellectual Property for Small and Medium-sized Enterprises (SMEs) – Effective Business Strategies”, (Negril, Jamaica, May 31, 2007 and St. Ann, Jamaica, June 1, 2007)

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

51. Coordination Meeting for Organizing the WIPO-Brazil International conference on IP and the Competitiveness of SMEs for the Fashion Sectors (Rio De Janeiro, Brazil, June 2007)

A representative of the SMEs Division participated and made two presentations entitled, “The Role of IP in Enhancing the Competitiveness of SMEs in the Agrofood Sectors”; “Distinctive Signs (Trademarks, Collective TMs, Certification TM): Main Aspects and Role in Supporting the Business Strategies of SMEs Working in the Agro food sector”;

52. Meeting with representatives of the Inter-American Development (IADB) related to the possible participation of WIPO in a support project concerning the implementation process for the “Capitulo sobre Propiedad Intelectual del RD-CAFTA” (San Salvador, August 21 and 22, 2007)

A representative of the SMEs Division participated and made four presentations entitled, “Relevance of IP for SMEs”; “Trademarks of IP and SMEs”; “Strategic Use of Intangibles for Accessing the Capital Market”; “The Relevance of Licensing for SMEs”; and “Introduction to the Trademarks System”.

53. Workshop on IP for SMEs in the *Universidad Tecnológica de Panamá* (Panama City, August 23 and 24, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Strategic Use of IP by SMEs” and “IP as an Enterprise Development Tool”.

54. WIPO National Workshop on “Gestión de Activos de Propiedad Intelectual en Pequeñas y Medianas Empresas (PYMES) del Sector Agroindustrial y de las Artesanías” (Santiago, Dominican Republic, August 27 and 28, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “The Distinctive Signs as Business Development Tools: Its Strategic Importance for Commercial Success in the Agro-Industrial Sector” and “Function and Value of IP Protection in the Handicraft and Visual Arts Sector –How to Protect the Handicraft and Visual Arts? Marketing and IP Strategies”.

55. WIPO-INPI Brazil International Conference on IP and the Competitiveness of Small and Medium-Sized Enterprises in the Fashion Sector (Rio De Janeiro, Brazil, October 8 to 10, 2007)

A representative of the SMEs Division participated and made three presentations entitled, “Trademarks of IP and SMEs”; “Strategic Use of Intangibles for Accessing the Capital Market”; and “The Relevance of Licensing for SMEs”.

56. Pilot Project on Enhancing Export Competitiveness of Selected Agro-based Industries in Uruguay by Using the Tools of the IPR system, especially Geographical Indications, Collective Marks and/or Certification Marks – Workshop on Creation and Development of Distinctive Signs for SMEs (Uruguay, November 26 – 30, 2007)

Four seminars were held, in Montevideo, Colonia, Salto and Punta del Este, on “Creation, Development and Use of Trademarks to Support Competitive Strategies of Companies, Clusters and Conglomerates and Productive Chains”. The emphasis of the seminars was on GIs, collective marks, certification marks, and country-branding. A representative of the SMEs Division participated and gave presentations on the Use of Distictive Signs.

A representative of the SMEs Division and a speaker funded by the Division participated and made three presentations entitled, “The Use of Distinctive Signs as a Tool for Supporting the Competitiveness of Industrial Sectors”; and “The Use of Distinctive Signs as a Tool for Supporting the Competitiveness of Tourism and Cheese-making Sectors”.

A meeting was held with the Cluster of Artisan Cheese of the departments of San José and Colonia, and the representatives of the Program for the Support of Competitiveness and Promotion of Exports by SMEs (PACPYMES) on November 27, 2007 in San José. The meeting discussed the certification of Good Agricultural Practices (GAP’s) and Good

Manufacturing Practices and (GMP's) for artisan cheese producers, and the possibility to develop a geographical indication, a denomination of origin or a collective mark.

57. WIPO-UTP-MICI Workshop on the Relevance of the IPRs system as a Tool for Accessing the Capitals Market, (Panama City, Panama, December 10 and 11, 2007)

A representative of the SMEs Division participated and made three presentations entitled, "Trademarks of IP and SMEs"; "Strategic Use of Intangibles for Accessing the Capital Market"; and "The Relevance of Licensing for SMEs". Some 120 participants attended.

K. Activities in Industrialised Countries

58. Lausanne Interforum "La propriété intellectuelle dans la stratégie commerciale d'une entreprise » (Lausanne, Switzerland, February 8, 2007)

A representative of the SMEs Division participated and made a presentation entitled, "Role of IP for Development of SMEs".

59. ETHZ Seminar "Intellectual Property Protection in China" (Zurich, Switzerland, February 8, 2007)

A representative of the SMEs Division participated and made a presentation entitled, "Counterfeiting and Piracy in China - Effective Measures".

60. Milan ASSOTEC "La Proprietá Industriale e l' impresa" (Milan, Italy, February 15, 2007)

A representative of the SMEs Division participated and made a presentation entitled, "Use of IPRs System by SMEs in Milan".

61. Meeting with Representatives from the University of Geneva – February 28, 2007

Two representatives of the SMEs Division met with two professors (Prof. de Werra and Mr. Benhamou from the Law Faculty, University of Geneva to establish a collaboration between the University of Geneva and WIPO in order to reach out to the Geneva business and student community, and to raise awareness of the SMEs Division's activities.

62. Interforum Conference on "Intellectual Property as Part of an Enterprise's Commercial Strategy – Patents, Trademarks, Industrial Designs" – (Zurich, April 2, 2007)

A representative of the SMEs Division participated and made a presentation entitled, "Protecting IP Rights Abroad: Efficient Protection Measures and Legal Pitfalls".

63. Workshop on IPR in Nanotechnology – Lessons from Experiences Worldwide – (Brussels, Belgium, April 16, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “A New Challenge for the Protection of IP in Nanotechnology? Is There a Need for a New Patent Regime?”

64. First European Intellectual Property Live Auction (Munich, Germany, May 14 and 15, 2007,)

A representative of the SMEs Division participated and made a presentation entitled, “How to Streamline Efficient Technology Transfer for SME in Asia, Europe and the US”.

65. CIP Forum 2007: Innovation and Entrepreneurship (Gothenburg, Sweden, May 20 to 23, 2007)

A representative of the SMEs Division participated and networked with IP Professionals around the world involved with IP and Entrepreneurship. There were about 250 participants.

66. Conference on Exploitation of University Research by SMEs, University of Perugia (Italy, June 25 and 26, 2007)

A representative of the SMEs Division participated and made two presentations entitled, “The Role of the IPRs System in University Research Project”; “The Management and Exploitation of University Researches by SMEs (spin offs, high growth and high technological enterprises)”.

67. 3rd INSME Annual General Assembly Meeting (Rome, Italy, July 12 and 13, 2007)

A representative of the SMEs Division participated in the discussion on the Role of the IPRs system for supporting SMEs Business Development.

68. Interforum Conference on “Intellectual Property as Part of an Enterprise’s Commercial Strategy – Patents, Trademarks, Industrial Designs” (Bern, Switzerland, June 19, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Protecting IP Rights Abroad: Efficient Protection Measures and Legal Pitfalls”.

69. IFOAM International Conference on Marketing of Organic and Regional Values (Bonn, Germany, August 26 to 28, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Using the Intellectual Property System for Effective Marketing of Organic and Regional Values by Small and Medium-Sized Enterprises”.

70. Public Support for SMEs in the Field of IPR: Challenges and Good Practices (Vienna, Austria, September 27, 2007)

A representative of the SMEs Division participated and made a key-note presentation entitled, “Benchmarking IP Support for SMEs”.

71. Meeting of the International Chamber of Commerce IP Tool Kit Project (Paris, France, November 12, 2007)

A representative of the SMEs Division participated in a meeting for exploring options for joint collaborative activities and projects.

72. Meeting with International Chamber of Commerce (ICC) (Paris, France, November 12, 2007)

A representative of the SMEs Division participated in the discussions related to the organization of an international seminar and a workshop in Latin America

73. OECD Working Party for SMEs and Entrepreneurship on “Removing Barriers to SME Access to International Markets” (Paris, France, November 13 and 14, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Removing Barriers to SME Access to International Markets”.

74. International Trade Centre Meeting on “Fostering Trade Through Public Private Dialogue” (Vienna, Austria, December 12 and 13, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Intellectual Property: the Opportunities and Challenges for SMEs”,

L. Internal Co-operation

75. Interregional Intermediate Seminar on Copyright and Related Rights (Geneva, October 10 to 12, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “Small and Medium-sized Enterprises and Copyright and Related Rights”.

M. Cooperation with IGO's

76. UNIDO Global Investment Promotion Summit 2007 – Industrial Park Management and Investment Attraction (Liuzhou City, Guangxi Province, China, June 3 to 5, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “IP Management in Industrial Parks”.

N. Activities related to International Events

77. **35th International Exhibition of Inventions** (Geneva, April 18 to 22, 2007)

Two representatives of the SMEs Division participated and made a presentation on IP PANORAMA

78. **A Business-oriented Overview of IP for Law and Management Students** (WIPO Headquarters, Geneva, May 29 to 31, 2007)

There were 20 participants.

79. **A Study Visit of Democratic People's Republic of Korea Delegates** (WIPO headquarters, Geneva, from July 23 to 25, 2007).

A representative of the SMEs Division participated and made a presentation entitled, "Importance of Intellectual Property in Enhancing the Competitiveness of SMEs."

80. **Study Visist by Officials from the Organization of the Islamic Conference (OIC) and the Islamic Development Bank (IDB)** (WIPO Headquarters, Geneva, September 3 to 5, 2007)

A representative of the SMEs Division participated and made a presentation entitled, "Intellectual Property and Small and Medium-Sized Enterprises".

81. **WIPO Workshop on Intellectual Property for Geneva based permanent representatives members of the Organization of Islamic Conference (OIC) Group** Intercontinental Hotel Geneva, September 5, 2007

A representative of the SMEs Division participated and made a presentation entitled, "Intellectual Property for Small and Medium-Sized Enterprises (SMEs): Enhancing Market Competitiveness".

82. **[WIPO Forum on Intellectual Property and Small and Medium-Sized Enterprises for IP Offices and Other Relevant Institutions in the Organization for Economic Cooperation and Development Countries](#)** (WIPO Headquarters, September 13 and 14, 2007)

83. **IP PANORAMA display and presentation during the Assemblies of the Member States of WIPO in 2007** (WIPO Headquarters, September 2007)

A representative of the SMEs Division participated and made a presentation entitled, "IP PANORAMA as an effective capacity building tool".

84. **WIPO-UNECE-EBAN-Metagroup, European Training on Intellectual Capital Readiness: The Role of Intangibles as Tool for Raising Finance** (WIPO Headquarters, November 19, 2007)

Some 60 participants participated in the training program.

85. **Study Visit to the WIPO by Representatives of the SAARC Chamber of Commerce and Industry and the affiliated National Chamber of Commerce and Industries** (WIPO Headquarters, November 27 to 29, 2007)

A representative of the SMEs Division participated and made a presentation entitled, “IP and SMEs; Policy and Strategy Considerations in the Use of IP in Business”.

L. Activities with the Private Sector

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