

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

**List of Main Activities
January – December, 2008**

A. Publications

Translation and/or Customization of SMEs Publications: (S): Started (F): Completed
1.

Country	Making a Mark	Looking Good	Inventing the Future	Creative Expression	Stitch in Time	Exchanging Value
<u>Afghanistan</u> Intellectual Property Office/ Ministry of Commerce and Industry of the Islamic Republic of Afghanistan:					X (S)	
<u>Bolivia</u> Servicio Nacional de Propiedad Intelectual (SENAPI)	X (S)	X (S)				
<u>Bosnia</u> Institute for Intellectual Property of Bosnia and Herzegovina	X (S)	X (S)	X (S)	X (S)		
<u>Czech Republic</u> Industrial Property Office of the Czech Republic	X (S)	X (S)				
<u>Dominican Republic</u> The National Office of	<u>X</u> (F)	<u>X</u> (F)	<u>X</u> (F)	<u>X</u> (F)	<u>X</u> (F)	

Industrial Property						
<u>India</u> Xellect IP Solutions of India			X (S)			
<u>Indonesia</u> Indonesian Chamber of Commerce and Industry	X (S)	X (S)	X (S)	X (S)	X (S)	
<u>Iran</u> Registration Office for Companies and Industrial Property	X (F)	X (F)	X (F)			
<u>Italy</u> The Seconda Università degli Studi di Napoli	<u>X</u> (translation) <u>X</u> Customization (S,F)	<u>X</u> (T <u>X</u> (C) (S,F)	<u>X</u> (C) (S,F)	<u>X</u> (C) (S,F)	<u>X</u> (S,F)	
<u>Latvia</u> The Patent Office of the Republic of Latvia			<u>X</u> (F)			<u>X</u>
<u>Malaysia</u> SMI Association of Malaysia	<u>X</u> (F)					
<u>Mongolia</u> Intellectual Property Office of Mongolia (IPOM)			X (S)			
<u>Mozambique</u> Industrial Property Institute (IPI) of Mozambique	<u>X</u> (F)					
<u>Pakistan</u> Small and Medium Enterprise Development Authority	X (S)	X (S)	X (S)	X (S)	X (S)	

(SMEDA)						
<u>Panama</u>						
The Technological University of Panama	X (S)	X (S)	X (S)	X (S)		
Peru Ministerio de la Producción:	X (S)	X (S)	X (S)	X (S)	X (S)	
Slovenia Slovenian Intellectual Property Office (SIPO)	<u>X</u> (F)	<u>X</u> (F)				
Thailand (Department of Intellectual Property of Thailand (DIP))	X (S)	X (S)	X (S)	X (S)	X (S)	
Uruguay National Directorate of Industrial Property of Uruguay	<u>X</u> (F)					
Viet Nam National Office of Intellectual Property of Vietnam			X (S,F)	X (S,F)		X (S,F) <u>Part I</u> <u>Part II</u>

B. IP PANORAMA

1.1 In cooperation with KIPO and KIPA, created two new modules of IP PANORAMA on Valuation of IPRs (Module 11) and Trademark Licensing (Module 12).

1.2 Agreement signed with the Intellectual Property Office of the Philippines to replicate IP PANORAMA on CD-ROM for free distribution of 50,000 copies.

1.3 Agreements signed with QUIN Estonia, the Mongolian Chambers of Commerce and the National Institute of Industrial Property, Portugal, for the translation, reproduction and distribution/use of IP PANORAMA.

C. SMEs Website in the Six UN Languages

2. SMEs Website

The website of the SMEs Division was regularly updated and expanded in 2008.

The page views in 2008 were **863,252**, as compared with **772,949** in 2007, an increase of 10.5%.

2.1 Original articles by Staff Members/Interns of the SMEs Division, which were published on the SMEs website

- i. *Trade Secrets and Employee Loyalty*
- ii. *Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry*

2.2 Articles by others, which were published on the SMEs website

- i. *IP Due Diligence Readiness*
- ii. *Get Your Assets in Gear: Aligning IP Strategy and Business Strategy*

2.3 Case studies published on SMEs website

- i. *Patented Functionality: Unique Selling Proposition of “Breathing” Shoes: GEOX*
- ii. *Success Based on Detailed Knowledge of Target Groups and Markets: Vietz*
- iii. *SOMATEX Medical Technologies GmbH: Ensuring Top Quality by Regularly Introducing New and Improved Products*
- iv. *The IPR Strategy of GFal: A Not-For-Profit German Research Network With its Own Manufacturing Operation*
- v. *FAVEO Limited: An Innovative Bra Design and Development Company set up by a Female Cancer Research Scientist in the United Kingdom*
- vi. *International Patent and Trademark Protection to Secure Licenses*
- vii. *Mak Marine: Building a Strong and Defensible Worldwide Brand*
- viii. *Junkk®.com: Filling an International Patent for Maximum Protection and Commercial Gain*

D. E-mail Newsletter in Six Languages

3. SMEs E-Mail Newsletter

The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some 29,321 subscribers (as of December 31, 2008) world-wide in six languages (Arabic, Chinese, English, French, Russian and Spanish).

Newsletter Subscribers as of December 31, 2007		Newsletter Subscribers as of December 31, 2008	
English	14,521	English	18,517
French	1,496	French	1,782
Spanish	4,402	Spanish	5,067
Arabic	976	Arabic	950
Chinese	2,053	Chinese	1,938
Russian	1,553	Russian	1,067
TOTAL	25,001	TOTAL	29,321

Newsletter in **French**:

Newsletter (month)	Dates sent
February 2007	January 16, 2008
March 2007	March 20, 2007
April 2007	November 23, 2007
May 2007	December 10, 2007
June 2007	December 19, 2007
July 2007	December 24, 2007

Newsletter in **Spanish**:

Newsletter (month)	Dates sent
January 2007	January 20, 2008
February 2007	March 20, 2008
March 2007	November 23, 2008
April 2007	December 19, 2008
May 2007	December 23, 2008
June 2007	December 24, 2008

Newsletter in **Arabic**:

Newsletter (month)	Dates sent
January 2007	November 23, 2008
February 2007	December 12, 2008
March 2007	November 19, 2008
April 2007	December 24, 2008
May 2007	December 24, 2008
June 2007	December 24, 2008

Newsletter in **Chinese**:

Newsletter (month)	Dates sent
January 2007	January 20, 2008
February 2007	November 23, 2008
March 2007	December 11, 2008
April 2007	December 19, 2008
May 2007	December 24, 2008

Newsletter in **Russian**:

Newsletter (month)	Dates sent
January 2007	January 23, 2008
February 2007	March 20, 2008
March 2007	December 12, 2008
April 2007	December 19, 2008
May 2007	December 24, 2008

E. Needs Assessment Questionnaire

To better assess the needs of the IP offices, the SMEs division initiated a global study entitled “Publicly-funded Support Services on Intellectual Property (IP) for Small and Medium -Sized Enterprises (SMEs).”

The aim of this study was to identify and catalogue all IP awareness and capacity building services of national IP Offices that seek, directly or indirectly, to enhance the competitiveness of SMEs. It has four main objectives:

- Identify and catalogue the current services offered by IP offices
- Assess the needs of IP offices
- Present the current services offered by the SMEs division
- Assist in developing/refining the national strategy on IP for SMEs in the countries, which have requested WIPO’s assistance.

The questionnaire has the following categories of information:

1. General information section with the primary contacts information and the staff strength and budget information.
2. Services section which comprise the IP awareness or capacity building services offered by the IP office and the actual and targeted recipients. This section also comprises the services offered in 2007 which are divided into three categories:
 - registration services, information services, training programs and other services.
 - Marketing section with question related to barriers to providing IPR awareness and capacity building services, mode to provide these services and marketing strategies.

- SMEs support institutions. In this section, the countries were asked to provide the names and contact details of the relevant SMEs support institution in their country.
 - WIPO SMEs division publication. The section comprises an overview of the different publications offered by the division and questions related to their utilization by the national IP offices.
3. WIPO Assistance. This section targets the technical and financial assistance requested by the national IP offices.

The survey was sent to all the 184 member States of WIPO:

- Sent electronically to 145 countries
- Sent by mail to 39 countries
- Sent electronically to 171 permanent missions in Geneva

Respondents were able to choose whether to complete the survey in English or French. 68 duly filled in questionnaires were received; geographic distribution of the countries that have responded is as follows:

Countries in Europe: 27

Countries in Africa: 23

Countries in the Asia and Pacific: 7

Countries in the Arab region: 4

Countries in the Latin America and the Caribbean regions: 7

F. Activities in Africa

4. Workshop on the Preparation of National Chapter on the Legislative, Regulatory and Institutional Mechanisms in Support of Technology Licensing for Uganda and discussion with SME stakeholders (Kampala, Uganda, June 25 to 27, 2008)

A representative of the SMEs Division participated in the Workshop.

5. International Colloquium on Intellectual Property in the Knowledge Economy: A Challenge for Africa and its Diaspora (Yaoundé, Cameroon, October 7 to 9, 2008)

A representative of the SMEs Division participated and made two presentations entitled, “The Role of Universities, Research and Development Organizations in the Innovation Cycle, Establishing University – Industry Links and Managing IP Assets” and “Using IP for Enhancing Business Opportunities and Market Development: The Role of Venture Capital and Financing Institutions for Empowering SMEs and Micro-enterprises”. There were some 100 participants.

6. WIPO-SCIPS Training Program on IP and Management of Innovation in SMEs (WIPO headquarters, Geneva, October 27 to 31, 2008)

Three representative of the SMEs Division participated and made four presentations entitled, “Role of IP in a Knowledge-based Economy and Importance of IP for SMEs”; “Trade

Secrets: Invention and Patents”; “Exploiting IP Assets: Licensing, Franchising and Merchandizing” and “IP and Export Strategy”.

- 7. Seminar on « L’importance de la propriété intellectuelle dans le développement de l’entreprise », November 3, 2008 and in the international Conference « La Propriété Intellectuelle et le Développement Economique et Social des états membres de l’Organisation Africaine de la Propriété Intellectuelle (OAPI) »(Dakar, Senegal, November 4 to 6, 2008)**

A representative of the SMEs Division participated and made two presentations entitled, “Rôle de l’OMPI dans la promotion des PME/PMI”; “Propriété Intellectuelle : Outil Stratégique pour la création et le développement de l’entreprise ». There were some 125 participants.

- 8. IP Evaluation Mission (Libreville, Gabon, November 24 to 28, 2008)**

A representative of the SMEs Division held discussions on activities to be implemented following the response of Gabon, the “needs assessment questionnaire” prepared by the Division.

G. Activities in Arab Countries

- 9. Seminar on the Importance of IP in the Arab Handicrafts Industries (Cairo, Republic of Egypt, October 12 to 14, 2008)**

A representative of the SMEs Division participated and made a presentation entitled, “Guide on Crafts and Visual Arts”.

- 10. WIPO Workshop on the IPRs System and the Competitiveness of SMEs (Damascus, Syrian Arab Republic, November 17 to 19, 2008)**

Two representatives of the SMEs Division participated and made five presentations entitled, “The Importance of IP for Enhancing the Competitiveness of SMEs”; “From Invention to Patent, Protecting New and Innovative Business Ideas: The Importance of Proper Management of Trademarks and Patent”; “The Importance of Distinctive Signs, an Introduction to Industrial Designs, Collective Marks, Certification Marks and Geographical Indications for SMEs”; “Strategical Use of International IP Registration System: PCT and Madrid Systems”; and “The Business Use of Creative Expressions by SME, an Introduction to the Business use of Copyright and Related Rights”.

- 11. Workshop on the Relevance of Innovation for SMEs in the League of Arab States Region (Cairo, Republic of Egypt, December 1 and 2, 2008)**

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

H. Activities relating to Asia and the Pacific regions

12. IP Management Stakeholders Meeting (Ulaanbaatar, Mongolia, March 13, 2008)

Two representatives of the SMEs Division participated and made presentations on the importance of IP for SMEs from a business perspective and discussed the role of IP education, R&D investment, and management of IP by SMEs in Mongolia.

13. WIPO-KIPO-MNCCI National Seminar on Using IP PANORAMA for Building Capacity of Small and Medium-sized Enterprises for Strategic Intellectual Property Management (Ulaanbaatar, Mongolia, March 14, 2008)

Two representatives of the SMEs Division participated and made three presentations entitled, “WIPO Program of Activities on Building Intellectual Property Awareness and Capacity of Entrepreneurs and SMEs”; “IP PANORAMA as an Effective Capacity Building Tool for entrepreneurs, SMEs, etc”; “Developing a National IP Action Plan for building the capacity of Entrepreneurs and SMEs to make effective use of the IP system”.

14. Discussion with three SMEs Support Institutions (Hanoi, Viet Nam, March 17, 2008)

Two representatives of the SMEs Division visited Vietnam Chambers of Commerce and Industry, Young Businessman Association, and Agency for SMEs Development. They made presentations about the importance of IP for SMEs from a business perspective and promoted the activities of WIPO and SMEs Division, emphasizing the role of IP education, R&D investment, and IP Management by SMEs in Vietnam.

15. WIPO-KIPO-NOIP National Seminar on Using IP PANORAMA for Building Capacity of Small and Medium-sized Enterprises for Strategic Intellectual Property Management (Hanoi, Viet Nam, March 18, 2008)

Two representatives of the SMEs Division participated and made three presentations entitled, “WIPO Program of Activities on Building Intellectual Property Awareness and Capacity of Entrepreneurs and SMEs”; “IP PANORAMA as an Effective Capacity Building Tool for entrepreneurs, SMEs, etc”; “Developing a National IP Action Plan for building the capacity of Entrepreneurs and SMEs to make effective use of the IP system”.

16. APEC Digital Economy Forum for Women in Singapore 2008 (Singapore, April 19, 2008)

A WIPO speaker represented the SMEs Division and made three presentations entitled, “Intellectual Property Rights for Women Entrepreneurs in E-Business”; “Activities of WIPO and the SMEs Division”; “Capacity Building for Women’s Participation in Digital Economy”.

17. Lectures and discussion with three Universities and two enterprises (Seoul, Korea, May 6 to 8, 2008)

A representative of the SMEs Division delivered lectures on Intellectual Property and Management to some 30 students of Business Management Department of Seoul National University, on Strategic IP Management in the Global Market to some 80 students of the Engineering College of Seong-Gyun-Gwan University, and on Intellectual Property for Business to some 250 students of the Engineering College of Yeon-Sei University.

Two representatives of the SMEs Division visited the IP Department of POSCO and the IP Department of Hyundai Motors and discussed about the IP strategy of the company.

18. IP PANORAMA Project Meeting with KIPO and KIPA (Seoul, Korea, May 7, 2008)

Two representatives of the SMEs Division participated and discussed several items concerning development of two new modules in 2008 (module 11 on valuation of IP and module 12 on trademark licensing), activities for supporting translation of IP PANORAMA, brand strategy and the use of internet domain name, IP PANORAMA Fund Arrangement, regional and national meetings on IP PANORAMA, IP PANORAMA Business School, etc.

19. Korea International Women's Invention Forum 2008 (Seoul, Korea, May 10, 2008)

Two representatives of the SMEs Division participated and made two presentations entitled, “WIPO Program of Activities on Building Intellectual Property Awareness and Capacity of Entrepreneurs and SMEs”; “IP PANORAMA as an Effective Capacity Building Tool for entrepreneurs, SMEs, etc”. The Seoul Declaration on Women Inventors, Women Entrepreneurs and Women Managers/Owners of SMEs was adopted at the end of the Forum.

20. APEC Women's e-Biz Training 2008, (Seoul, Korea, July 7 to 12, 2008)

A representative of the SMEs Division participated and made three presentations entitled, “the Importance of Intellectual Property in Business”; “Trademarks and Industrial Designs”; and “IP in the Digital Economy”.

21. Discussions for Implementation of the National Scheme for Building Awareness on IPRs for MSME: (New Delhi, July 23 and 24, 2008)

A representative of the SMEs Division participated in the implementation of the scheme for enhancing the competitiveness of SMEs sector in India. Also held in-depth discussions with the senior officers of the Office of the Development Commissioner, MSME, on July 23 and 24 in Delhi, to develop a detailed work plan that would delineate the role of WIPO in implementation of the scheme.

22. Discussions for organizing Training the Trainers - IPR Workshop for Faculty of Engineering Colleges in Karnataka, (Bangalore, July 25, 2008)

A representative of the SMEs Division participated in organizing an IPR Workshop in Bangalore for faculty of engineering colleges in Karnataka and to finalize the structure and content of the proposed workshop, which is expected to be of 2-weeks duration.

23. Inauguration of the CII Professional Certificate Course on IP Practice and Management, Bangalore, July 26 and 27, 2008

A representative of the SMEs Division participated in the inauguration and provided advice for the CII Professional Certificate Course on IP Practice and Management on July 26, 2008, at Bangalore in partnership with Xellect IP Solutions and Institute of Business Laws (IBL). This course is for working professionals on the weekends for 16 weeks and in delivering a 2-day program on July 26 and 27, 2008, based on the 10 modules of IP PANORAMA and other publications of the SMEs Division in the IP for Business series.

24. IP Management Stakeholders Meeting (Kuala Lumpur, July 29, 2008)

Two representatives of the SMEs Division participated and presented the importance of IP for SMEs from business perspective and discussed IP education, R&D investment, and management of IP by SMEs in Malaysia.

25. WIPO-KIPO-MYIPO National Seminar on Using IP PANORAMA for Building Capacity of SMEs for Strategic Intellectual property Management (Kuala Lumpur, July 30, 2008)

Two representatives of the SMEs Division participated and made three presentations entitled, “WIPO Program of Activities on Building IP Awareness and Capacity of Entrepreneurs and SMEs”; “IP PANORAMA as an Effective Capacity Building Tool for Entrepreneurs, SMEs etc”; and “Developing a National IP Action Plan for Building the Capacity of Entrepreneurs and SMEs to make Effective Use of the IP System”.

26. WIPO-Malaysia National Seminar on Intellectual Property and Franchising (Kuala Lumpur, July 31, 2008)

Two representatives of the SMEs Division participated and made five presentations entitled, “An Introduction to Franchising and its Importance for Entrepreneurs and Small and Medium-Sized Enterprises”; “Leveraging Intellectual Property Assets for Business Success”; “The Role of IPR in a Franchising Arrangement”; “The Role of Trade Secrets in a Franchising Arrangement”; and “The Relevance of Dispute Resolution Mechanisms for the Franchising Industry”.

27. FIM International Conference and Exhibition 2008 (Kuala Lumpur, August 1 and 2, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Exploiting IP Rights in Franchising”.

28. 6th Meeting of the OIC Task Force on SMEs (Bangkok, Thailand, August 15 to 17, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Strategic Use of the IPRs System by SMEs”.

29. Conference on “Leveraging Innovations and Inventions: Enhancing Competitiveness;” (Delhi, Oct 13 and 14, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Financing Innovation : Micro, Small & Medium Enterprises.” There were some 365 participants.

30. Discussion with Mr. N.N. Prasad, Joint Secretary, Ministry of Commerce and Industry, Delhi, India, Oct. 15, 2008

A representative of the SMEs Division discussed the role of WIPO in the effective utilization of the funds for a new financial assistance scheme for creating awareness and building capacity to profit from the use of IPRs.

31. Workshop on Trademarks and Branding for SMEs, (Mumbai, India, October 16, 2008)

A representative of the SMEs Division participated in the one-day workshop on Trademarks and Branding for SMEs, which will be organized in cooperation with the Institute of MSME, Mumbai and also discussed the course content and curriculum of their new 9-month business school program on “IP Practice and management” and the integration of the modules of IP PANORAMA in it.

32. Discussion with NPC: One-week Capsule on IPRs for IE and EM trainees, (Delhi, India, October 17, 2008)

A representative of the SMEs Division discussed the details of the program and its implementation.

33. Lectures and Discussion with two Universities and two Enterprises (Seoul, Korea, October 20 to 23, 2008)

A representative of the SMEs Division delivered lectures on Intellectual Property and Management to some 200 students of Sook-Myung Women University and to some 30 students of Korea University. Two representatives of the SMEs Division visited the IP Department of LG Electronics and Nam & Nam IP Law Firm and discussed about the IP strategies of the Korean companies.

34. Quality Check on IP PANORAMA Module 11 and 12 (Seoul, Korea, October 21, 2008)

A representative of the SMEs division undertook a quality check of the two new modules of IP PANORAMA (module 11 on Valuation of IPRs and module 12 on Trademark Licensing) being developed in cooperation with the Korea Intellectual Property Association (KIPA).

35. World’s Women’s Forum 2008 (Seoul, October 21 to 23, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Intellectual Property for Building a Sustainable e-Future”.

36. IP PANORAMA Project Meeting with KIPO and KIPA (Seoul, Korea, October 23, 2008)

Two representatives of the SMEs Division participated and discussed several items concerning development of new modules, activities for promoting IP PANORAMA, the use of IP PANORAMA Fund, regional and national meetings on IP PANORAMA, IP PANORAMA Business School, etc.

37. Workshop on IPR Capacity of SMEs in Electronics and IT sector, (Delhi, India, October 24, 2008)

A representative of the SMEs Division discussed the organization of a workshop to concretize a set of additional initiatives/plan of action for enhancing further the IPR capability of SMEs in the electronics and information technology sector in India.

38. Study Visit of high-level policy makers from Afghanistan (Geneva, November 18 to 20, 2008)

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

39. Roving Seminar on the Strategic Management of IPRs by SMEs (Manila, Philippines, November 13 to 14; Cebu, November 17 to 18 and Davao, November 20 to 21)

An external WIPO expert represented the SMEs Division and made two presentations in each of the three cities entitled, “IP and Business Competitiveness – An Introduction to the Strategic use of IP by SMEs to Improve Business Productivity, Profitability and Competitiveness”; and “Licensing and Franchising: Ways of Penetrating the Global Market with Your IPRs”.

40. World SME Conference 2008 (Delhi, India, December 12 and 13, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “IPRs and SMEs: How IPR can be used as a Sustainable Competitive Edge for the Development of MSMEs”.

41. Training Program on Intellectual Property Rights (IPRs) for Faculty of the National Institute of Fashion Technology (New Delhi, India, December 15 to 19, 2008)

A representative of the SMEs Division participated and made six presentations entitled, “Intellectual Property and Business – A General Introduction”; “IP PANORAMA – Trade Secrets”; “IP PANORAMA – Copyright and Related Rights”; “IP PANORAMA – Trademarks and Industrial Designs”; “IP PANORAMA – IP in the Digital Economy”; “IP PANORAMA – IP and International Trade”; “IP PANORAMA – IP Audit”; “Formulation and Implementation of an IPR Policy for NIFT”; “IP Curriculum Development for NIFT”.

42. Study tour to WIPO of MBA students from Indian Institute of Planning and Management (IIPM) (January to December 2008)

Some 900 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 to Geneva, Switzerland.

I. Activities in Certain Countries in Europe and Asia

43. Discussion on IP Project for SMEs in Poland and half-day Seminar (Warsaw, Poland, February 21 and 22, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “The Challenges to Building the Institutional Capacity in Poland for Strategic IP Management for Promoting Entrepreneurship and for Enhancing the Growth/Competitiveness of SMEs”.

44. Conference on “Local Development and Sustainable Tourism” organized by the University “Alexander Xhuvani”, (Elbasan, Albania, March 13 to 15, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Role of Intellectual Property in Enhancing the Competitiveness of the Tourism Industry”.

45. Round Table for the Delegation of Romanian Inventors (WIPO Headquarters, April 4, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Valuation and Exploitation of Intellectual Property”.

46. WIPO National Seminar on Intellectual Property and Competitiveness of Small and Medium Sized Enterprises (SMEs), Tallinn, Estonia, April 23 to 25, 2008

Two representatives of the SMEs Division participated and made six presentations entitled, “WIPO and the Services Provided by the SMEs division”, “Intellectual Property and Business Competitiveness”; “Trademarks, Designs and Geographical Indications in Building a Brand Image”; “The Importance of Trade Secrets for Businesses”; “Intellectual Property Issues in Exporting”; “Managing and Exploiting IP Assets”.

47. “Applied Policy Seminar on Early Stage Financing and Investment Readiness of Innovative Enterprises”, (Moscow, Russian Federation, May 23, 2008)

One representative of the SMEs Division participated and made a presentation on “The Relevance of IP for Acquiring/Securing Financing”.

J. Activities in Latin American Countries and the Caribbean

48. Workshop on the Relevance of the Intellectual Property System for Artisans and Visual Art Craftsmen (Dominican Republic, Santo Domingo, January 15 and 16, 2008)

A representative of the SMEs Division participated and made three presentations. “Strategic Use of IP for SMEs Working in the Artisan Sector”; “IP International Convention as a Tool for Reducing IP Cost of SMEs”; and “Signs and Emotions: An Introduction to Trademark Law for SMEs”.

49. Meeting with ONAPI (January 17, 2008) and INTEC University (January 18, 2008)

A representative of the SMEs Division held discussions on the customization of the IP guides of the SMEs Division.

50. APEC+LAC Digital Economy Forum for Women 2008: Global Strategy and e-Development of Asia Pacific, Latin America and the Caribbean (Arequipa, Peru, May 9 and 10, 2008)

An external WIPO expert represented the SMEs Division and made a presentation in the session entitled, “Capacity Building and Skills Development for Digital Economy”.

51. Seminar on IP for Business (Montevideo, Uruguay, May 26-30, 2008)

This 5-day seminar was jointly organized by WIPO, the CNCS, the National Directorate of Industrial Property (DNPI) and the Copyright Office of Uruguay. A representative of the SMEs Division participated and made 5 presentations, entitled: “The use of trademarks and geographical indications”; “Elements to consider when selecting a trademark”; “Enterprises as users and owners of copyright works”; “The importance of trade secrets for SMEs”; and “IP and export – how to avoid common mistakes.”

52. Meetings with the National Directorate of Industrial Property; the Copyright Office of Uruguay; the National Chamber of Commerce and Services; and the Inter-American Development Bank (IDB) (Montevideo, Uruguay, May 26-30, 2008)

A representative of the SMEs Division held discussions on (1) the recent evolution of the artisan cheese Project; (2) the customization of the guides in the “Intellectual Property for Business Series”; (3) present and future initiatives related to IP for SMEs and the launch of the Uruguyan Centre for the Promotion of IP; and (4) possibilities to cooperate on IP related projects in order to strengthen innovation and internationalization of Uruguyan enterprises.

53. Project on Enhancing Export Competitiveness of Selected Agro-based Industries in Uruguay (artisan cheese Cluster project) (Montevideo, Uruguay, May 29, 2009)

A representative of the SMEs Division met with the Director of the National Directorate of Industrial Property (DNPI), the facilitator of the Program for the Support of Competitiveness and Promotion of Exports by SMEs (Pacpymes), and a representative of the Ministry of Livestock, Agriculture and Fisheries (MGAP). Discussions were held on the development and implementation of a certification and promotion system for artisan cheeses in Uruguay.

54. WIPO Sub Regional Conference on Intellectual Capital Readiness (ICR): The Relevance of Intellectual Capital for Accessing Finance by SMEs (Buenos Aires, Argentina, July 17 and 18, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “The Intellectual Property as a Strategic Tool for SMEs”. There were some 150 participants.

K. Activities in Industrialised Countries

55. Participation in the Annual meeting of the Italo-Argentinean Chamber of Commerce (CaCIA), on the Relevance of the IPRs for Businesses (Rome, Italy, February 26 and 27, 2008)

A representative of the SMEs Division participated and made three presentations entitled, “IP for Entrepreneurship”; “Relevance of the IP system for enhancing the competitiveness of SMEs working in the Agro food business”; “Protecting Technological innovation in the Agro food business: Trade secrets and Patents”. There were some 80 participants.

56. WIPO-Swiss Italian Chamber of Commerce, Coordination Committee for the Program on the Business Use of IPRs in the agrofood sector (Caserta, Italy, March 3 and 4, 2008)

A representative of the SMEs Division had a meeting with the Italian Authorities for the creation of a program on the use of intangibles in the agro food sector.

57. Annual World IP Day of the Institute for Policy Innovation and Meetings with the Multilateral Investment Fund (MIF) of the Inter-American Development Bank (IADB) (Washington, USA, April 24 and 25, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Social and Economic Benefits of IP: Who Wins? Who Loses”. There were some 150 participants.

58. IPR – The Procedure for IP Protection in Greece and Abroad, Strategies and Specialized Topics for SMEs organized by HELP-FORWARD Network/Diktyo PRAXI (Athens, Greece, May 30, 2008)

Two representatives of the SMEs Division participated and made two presentations entitled, “Importance of Intellectual Property in Innovation, Business Competitiveness and New Product Development” and “Exploitation of IP Assets”.

59. OECD Working Party on SMEs and Entrepreneurship (Paris, October 27 to 29, 2008)

One representative of the SMEs Division participated in the Activity on “SME Management of Intellectual Assets in Selected Industries at the Special Session on SME and Entrepreneurship Statistics”.

60. West Midlands one-day Conference entitled, “Winning Business Through IP” (Birmingham, November 11, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “WIPO Support Products on IP for SMEs” with a special focus on IP PANORAMA multimedia toolkit on IP for SMEs. There were some 100 participants.

61. First Annual Conference of the Enterprise Europe Network (Strasbourg, November 25, 2008)

A representative of the SMEs Division participated and made two presentations entitled, “Going Global with IP: Strategic Management for SMEs” and at the Round table, “How can as SME go global with IP”. There were some 80 participants.

62. The Pan-European Intellectual Property Summit 2008, (Brussels, Belgium, December 4-5, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “Small Businesses, Greater Innovations?” - The Role of WIPO in Improving Awareness and Capacity of SMEs to use the Tools of the IP System”.

63. Postgraduate Courses on IP Management for SMEs: Master’s Degree in IP, Competition and Market, “Jean Monnet: Faculty of Political Science for Advanced

European and Mediterranean Studies of the Second University of Naples (SUN) (Caserta, Italy, December 5, 2008)

Two representatives of the SMEs Division participated and made six presentations entitled, “Management of Innovation Technology, From Idea to Patents from Patents to Market”; “Identifying and Valuating Business intellectual Capital: IP Audit and Valuation”; “Signs and Emotions: The Role of TM in Business Strategies”; “New Business Model for New Model of Business, High-Growth SMEs and Business Plan Creation”; “Intellectual Capital Readiness, Using Intangibles as a Source of Financing”; “Using IP as a Source of Income, Licensing, Franchising and Merchandising”.

64. Workshop on IP Management and Enforcement: Good Practices for SMEs (Brussels, Belgium, December 11, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “IP Awareness – A Must for not Giving Away your Market Opportunities”. There were some 150 participants.

65. Invitation to the INSME Thematic Round Table on the Relevance of the IPRs System and SMEs (Rome, December 15 to 17, 2008)

A representative of the SMEs Division participated and made five presentations entitled “IP and Innovation Process in SMEs”; “Strategic Use of Patent Information by SMEs”; “IP for Entrepreneurship”; “Trademarks and Emotions: Savvy use of brands by SMEs”; “The Relevance of Virtual World for SMEs: the strategic use of Domain Names by Businesses”.

66. IP Management and Enforcement: Good Practices for SMEs, (Brussels, December 11, 2008)

A representative of the SMEs Division participated and made a presentation entitled “WIPO's Program for Assisting SMEs use IP for Business Competitiveness”.

67. Participation in the INSME Steering Committee (Rome December 19 and 20, 2008)

A representative of the SMEs Division met with the INSME Steering Committee to discuss WIPO's collaboration with INSME.

L. Internal Co-operation

68. Briefing for students of the University of Krems, Austria at (WIPO Headquarters, April 14, 2008)

A representative of the SMEs Division provided a briefing to this group of students on IP and Business Competitiveness.

69. Seminar on Intellectual Property and Creative Small and Medium-Sized Enterprises in the Digital Environment (WIPO Headquarters, May 20 to 22, 2008)

The SMEs Division, jointly with DCEA, organized this program for participants from a number of universities in Israel, Europe and the USA. There were some 25 participants.

70. Seminar on IP for Journalists (WIPO Headquarters, November 11, 2008)

One representative of the SMEs Division participated and made a presentation entitled, “Trademarks and the Business of Sport – Leveraging the Value of Trademarks – Sponsorship/Licensing/Franchising/Merchandising. There were some 22 participants.

71. Briefing for graduate and undergraduate students of American University of Washington, D. C, United States of America, (United Nations Office of Geneva, November 12, 2008)

A representative of the SMEs Division provided a briefing to this group of students on IP and Business Competitiveness.

M. Cooperation with IGO's

72. UNECE Team of Specialists on Intellectual Property 3rd Annual Session (Geneva, Palais des Nations, July 3 to 4, 2008)

A representative of the SMEs Division participated and made two presentations entitled, “IPR Capacity Building – Experiences, Lessons, prospects” and “The Activities of WIPO”. There were 62 participants.

73. Investment Roundtable on Early-Stage Financing (United Nations, December 2, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “The Role of IP to Raise Finance in Venture-backed Investments”.

N. Activities related to International Events

74. WIPO Summer School on IP (WIPO Headquarters, July 14 to 25, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “IP for Business and SMEs”.

75. International Conference on Intellectual Property Management Education and Research (WIPO Headquarters, July 17 and 18, 2008)

A representative of the SMEs Division participated and made a presentation entitled, “IP PANORAMA: A Tool for Training Managers on Business Aspects of Intellectual Property”.

76. WIPO-ICC Intellectual Property Training Workshop for Chambers of Commerce and other Business Support Organizations (WIPO Headquarters, September 15 to 16 2008)

In cooperation with ICC, SMEs Division organized a two-day training program for SMEs support institutions in order to enhance their Intellectual Property capability. Two representatives of the SMEs Division participated and made two presentations entitled “The Importance of Intellectual Property (IP) for Businesses, Chambers and other Business Support Organizations in a Knowledge-Driven Economy”; and “Introduction to IP PANORAMA multimedia toolkit as an effective capacity building tool for entrepreneurs, SMEs, etc”. Some 30 business consultants and IP experts participated and shared their knowledge and experience.

77. Sixth Annual WIPO Forum on IP and SMEs for IP Offices and other Relevant Institutions in the Organization for Economic Cooperation and Development (OECD) Countries (Cardiff, United Kingdom, September 10 to 11, 2008)

The Forum was organized by the SMEs Division.

78. WIPO-KIPO-KIPA IP PANORAMA Business School for Korean Companies (October 6 to 10, 2008)

In cooperation with KIPO and KIPA, SMEs Division organized a one-week customized training program for Korean companies from October 6 to 10, 2008 at the WIPO headquarters in order to provide practical knowledge to the participants on the role of intellectual property in business and to discuss IP strategy of Korean companies. Two representative of the SMEs Division participated and made two presentations entitled, “Integrating Business and IP Strategy “; and “IP PANORAMA multimedia toolkit as an effective capacity building tool for business”.

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