

ACTIVITIES REPORT – SMES DIVISION 2010

I PUBLICATIONS

a. National Translation and/or Customization

- i. Agreements for translation and customization of SME publications were signed with Algeria (2) Bangladesh (4), Belarus (3), CACIA (4), Iran (1), Italy (1) Jordan (4), Lithuania (4), Macedonia (2), Mozambique (2) Namibia (3) Nigeria (4), OAPI (1), Poland (1), Serbia (2), Sri Lanka (4), Uganda (2) and Uzbekistan (4), Tanzania (4) ¹, South Africa (4)².
- ii. Such projects were completed in Armenia (4), Czech Republic (1), Ecuador (5), Israel (1), Italy (4), Lithuania (3), Namibia (1) and Uruguay (1).

b. International Translation and/or Updating of SMEs Publications

- i. French Version of Creative Expression: An Introduction to Copyright and Related Rights for Small and Medium-sized Enterprises
- ii. Russian Version of Inventing the Future: An Introduction to Patents for Small and Medium-sized Enterprises
- iii. Stitch in Time: Updated version in English, French, Spanish, Arabic

c. New Publications

- i. "IP as a tool for supporting the development of SMEs in the Agrofood sector"- Analysis and revision of the first report provided by the expert in charge of preparing the guide;
- ii. " IP as a tool for accessing finance for SMEs"- Introductory summary, Table of Contents and terms of reference prepared.
- iii. "Strategic Intellectual Property Management: From Inspiration to Innovation"- Table of Contents and list of proposed authors finalized.
- iv. "Importance and Management of Intellectual Property Issues in Franchising Arrangements" - Draft manuscript being reviewed by an international panel of experts.

II IP PANORAMA

- v. Arabic translation completed. French and Spanish versions are being created under the joint project that was funded 50:50 by a WIPO DA project and KIPO.
- vi. Hungarian version was developed by the Hungarian Patent Office by its own expense, and the Kiswahili and Vietnamese versions are being developed under the FIT/US.
- vii. The text of IP PANORAMA being translated into Russian and Polish.
- viii. The first certificate course based on IP PANORAMA was jointly organized by WIPO, KIPO, KIPA and the Korea Advanced Institute of Science and Technology, which was composed of an online course, an IP essay test, and an offline course. Out of 603 students who participated in the three online courses, 28 participants were selected through the final exam and IP essay test for the offline course.
- ix. A new module is being created on Franchising.

¹ Development Agenda project

² Development Agenda project

III TRAINING OF TRAINERS (TOT) PROGRAMS

TOT Programs are intensive four to five day programs implemented in those countries that have translated and/or adapted the basic materials on IP for Business and have the objective of creating a critical mass of trainers in the country who have the basic knowledge, skills and experience to provide preliminary IP assistance to SMEs on effective IP asset management. Such programs were organized in Bangladesh, India, Mongolia, Philippines, Poland, Serbia, United Arab Emirates and Uzbekistan.

IV OTHER ACTIVITIES

d. Africa

- i. National Workshop and In-Depth Consultations on IP Management in Business for SMEs, Lagos, Nigeria, June 17 and 18.
- ii. National seminar on the strategic use of Intellectual Property targeting mainly SMEs in Otawawongo, Namibia from June 21 to 23, 2010
- iii. Fact finding mission to enhance the use of Innovative technology, branding, collective marks to boost agricultural productivity and export oriented product to Uganda, a workshop on Intellectual Property management to enhance the competitiveness of the Ugandan Cotton's sector and a multi-stakeholders meeting on Intellectual Property management to enhance the competitiveness of the agricultural productivity and exports oriented products in Uganda, Kampala, August 16 to 27, 2010
- iv. Multidisciplinary Mission in Algeria, within the Framework of the Establishment of a National Strategy for the Promotion of Intellectual Property, Alger, Algeria, January 17-20.

e. Arab

- i. WIPO/KIPO/LAS Arab Regional Symposium on the Strategic Use of IP in Business: Launching Ceremony of the Arabic Version of the IP PANORAMATM Multimedia Toolkit, Cairo, Egypt, March, 2010.
- ii. Workshop on IP for the Textile Industries in Syria, Damascus, July, 2010.
- iii. WIPO Expert Mission to the Sultanate of Oman, Muscat, June, 2010 for the development of an IP framework for the protection of traditional cultural expressions and for development of a national and eventually international registry for the protection of Omani cultural heritage and traditional handicrafts. An MOU was signed by WIPO and the Public Authority for Crafts and Industries (PACI)

f. Asia

- i. National Seminar on Intellectual Property Management in SMEs, Bangalore, India, March 4 and 5.
- ii. National Workshop and In-Depth Consultations on IP Management in Business for SMEs, Hanoi, Vietnam, March 22 to 26.
- iii. 3rd WIPO-KIPO-KWIA Korea International Women's Invention Forum 2010, Seoul, South Korea, May 7.
- iv. WIPO-KIPO-KWIA International Workshop for Women Inventors and Entrepreneurs 2010, Seoul, South Korea, May 10 to 13.
- v. Study Visit to Korea of Vietnamese and Nigerian SMEs (Seoul, South Korea, May 17 to 20.
- vi. Four participants from India participated in the WIPO-DIPP-MSME Advanced Training Program on IPR & Business Geneva (Switzerland), November 29 to December 3, 2010
- vii. WIPO-India National Conference on Intellectual Property for Micro, Small and Medium Sized Enterprises (MSMEs), Policy Makers and Facilitation Agencies, New Delhi, India, October 19 and 20, 2010
- viii. International Workshop on Effective Implementation of an Integrated Approach of TQM, ISO & Intellectual Property Management by Small and Medium-sized Enterprises, Hyderabad, India, December 6 to 10, 2010

g. **Latin America**

- i. Participation in a meeting for the creation of a national policy on IP for SMEs, Guatemala City, Guatemala, May 6-7.
- ii. 6th INSME Annual General Assembly Meeting; and Conference “SME Innovation: Boosting Development and Growth in Times of Change”, Rio De Janeiro, Brazil, May 10 to 13.

h. **Other regions**

- i. WIPO-Design Africa Project, Paris, France, January 23.
- ii. 37th Session of the Working Party on SMEs and Entrepreneurship (WPSMEE), OECD Headquarters, Paris, France, March, 2010.
- iii. Meeting of the Informal Steering Group on SME and Entrepreneurship Finance and Country Expert Team, Paris, France, April 2010.
- iv. IP Day – Conference on IP Rights and SMEs Organized by the Italian IP Office, Rome, Italy, April 26, 2010.
- v. UNECE International Conference on High-Growth Innovative Firms, Helsinki, Finland, June, 2010
- vi. Participation in a Seminar on the Policy Implication of a Strategic Advisory board for IP Policy (SABIP) Report on the flow of knowledge from the Academic Research base into the UK Economy, London, UK, December 2010

i. **Headquarter based activities and activities held in Geneva**

- i. 3rd WIPO-INSME International Training Program, “Financing Your Business with IP” WIPO Headquarters, December 1 and 2, 2010
- ii. 8th Annual WIPO Forum on IP and SMEs for IP Offices and Other Relevant Institutions in OECD Countries, October 4 and 5, 2010

Presentations were made by representatives of the SMEs Division at the following events:

- i. Visit of International Business students from Baden-Wuerttemberg Cooperative State University, Mosbach, Germany, April.
- ii. Round Table for the Delegation of Inventors from Romania, April
- iii. Study Visit of High-Level Officials from the Sultanate of Oman, March
- iv. 3rd WIPO Seminar on IP and Creative SMEs; Intellectual Property Reforms – International and Comparative Perspectives, May
- v. Interregional Intermediate Seminar on Industrial Property June
- vi. Round Table for the Swiss SMEs on IP and SMEs – Protecting Your Innovations to Strengthen Your Competitiveness, June
- vii. Visit of MBA students, Thunderbird School of Global Management, November.
- viii. Visit of Undergraduate Students in International Development studies, University of Chester, Great Britain
- ix. Visit of the Director of PME, Ministère des Petites et moyennes Entreprises de l’Economie Sociale et de l’Artisanat
- x. Visit of the delegation of his excellency Mr. Rodolphe Adada, Minister for the industrial development and the promotion of the private sector of the Republic of Congo May 20, 2010

WEBSITE AND E-NEWSLETTER

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. In 2010 the page views stood at 1,001,229. The Division's monthly newsletter provides updates and other relevant information on IP for SMEs to some **35,299** subscribers (as of December 31, 2010) world-wide in six languages (Arabic, Chinese, English, French, Russian and Spanish). It has been steadily increasing from 33,743 on December 31, 2009, 29,399 on December 31, 2008 and 25,001 on December 31, 2007.