

PROGRAM 30: Small and Medium-sized Enterprises

PROGRAM OBJECTIVE

Enable the greater and more effective use of IP asset management strategies by SMEs for strengthening their competitiveness, especially in developing countries, LDCs and countries with economies in transition

CHALLENGES AND STRATEGIES

The main challenge faced by this program continues to be widespread lack of appreciation of the role of IP asset management in the competitiveness of SMEs by policy makers, SME support and finance institutions, and by the SMEs themselves. SMEs do not use or are ineffective users of the IP system. Most SMEs rely more on informal methods of protection than on the formal IP system. Inadequate awareness, high cost (including litigation costs) and the complexity of the IP system are often cited as reasons for the ineffective use of IP by SMEs. Most SME stakeholders in the government, private sector and civil society are not fully convinced of the role and importance of active IP asset management in the success of SMEs; recent surveys and studies, done mostly in developed countries, confirm this. Thus, knowledge-driven SMEs are vulnerable in today's hypercompetitive, increasingly international, and highly IP intensive environment. These challenges are further compounded by the lack of cost-effective, user-friendly and readily accessible IP information, support and advisory/consulting services for SMEs in a language that they can understand. Furthermore, the absence of an effective focal point for interacting with the large number of heterogeneous SME support institutions in a large number of countries creates a communications challenge. Thus, for effectively achieving the objectives of the program there is a need for greater flexibility in the use of channels of communication and focal points for building partnerships with SME support institutions.

The SMEs program will work towards building awareness amongst policy makers, SME support and finance institutions as well as the enterprise sector on the strategic use of IP as assets for strengthening the competitiveness of SMEs. It will encourage national governments to integrate a focus on IP asset management and innovation promotion into all relevant policies and strategies that seek to strengthen the capacity of SMEs to use the IP system to enhance their competitiveness. It will also focus on strengthening the capacity of SME support institutions and other SME stakeholders to deliver IP related information and services to SMEs. Overall, the program will encourage (a) evidence-based policy making, (b) the effective use of the ICT environment, including multimedia products and video-conferencing (c) public-private partnerships, especially those that create synergies and collective efficiencies in reaching out to the SMEs, (d) creation of national versions based on international versions of business-oriented content/material on IP asset management of WIPO.

In particular, to address the challenges mentioned above, the Program will endeavor to do the following:

- Understand IP needs of SMEs, *inter alia*, by (a) identifying barriers to their effective use of the IP system, (b) identifying gaps in IP services to SMEs, (c) assessing the quality/effectiveness of existing awareness creation and capacity building content and services on IP for SMEs, (d) identifying national and institutional good/best policies and practices on promoting access and use of support and services on IP asset management for SMEs, and (e) analysis of case studies on use/non-use of IP by SMEs. In this regard, the responses received under the WIPO's Needs Assessment Survey of 2008/09 on IP and SMEs from the 78 national IP offices would be used to assist Member States in making tailored project-based national strategies and plans of action on IP for SMEs. It is also proposed to assist in the development of one or more harmonized methodologies for undertaking such surveys or studies so as to ensure that the results obtained are comparable over time and across sectors/countries;
- Encourage the formulation of policies for integrating IP asset management into innovation promotion and SME competitiveness. This will be done by strengthening awareness and creating capacity amongst policy makers on the role of IP based entrepreneurship for economic development, including the international framework of IP and flexibilities available therein, by, amongst other things, commissioning surveys and/or studies, collecting best

Strategic Goal III: Facilitating the Use of IP for Development

practices about providing IP support to SMEs, undertaking expert missions and/or organizing of events for policy makers and the preparation of information and training material;

- Strengthen awareness and create capacity amongst inventors, creators, entrepreneurs, SMEs, universities, research and development institutions and SME support institutions on IP asset management. Efforts will also be made to target investors and financial institutions to enable them to better assess the value of IP assets in making the decision to invest in or provide financial support to SMEs. For the creative industries, it will complement the copyright related assistance provided under Program 3 by implementing programs to improve awareness and strengthen the capacity of these industries to use the other tools of the IP system for their competitive advantage. Assistance will be delivered through WIPO's SME website, SME newsletter, expert missions, organizing of events (including forums, seminars, workshops and conferences), distance learning programs on IP asset management based on the IP PANORAMA™ multimedia toolkit, and by participating in events for enhancing the competitiveness of SME which are organized by others. This will require the creation and dissemination of new and/or improved paper based and multimedia products on IP asset management in all the UN languages. As far as possible, assistance will be provided in an integrated package of project-based technical assistance, which for the most part will focus on training the trainers for greater multiplier effect.

STRATEGIC GOAL	EXPECTED RESULTS	PERFORMANCE INDICATORS AND TARGETS	BASELINES
III	Improved awareness of SMEs and SME support institutions on IP asset management and of policy makers on the importance of integrating IP into national strategies on enterprise competitiveness	<p>Increased number of SMEs and SMEs support institutions that rate the program's website, new/previous publications, and the 12 modules of the IP PANORAMA™ multimedia toolkit as useful for their work</p> <p>Increase in the number of countries requesting customization and/or translation of publications and modules of the IP PANORAMA™ into their national language</p> <p>Number of national studies quoted as a source of reference in policy-making</p> <p>Number of quotations referring to the program publications and IP PANORAMA™</p> <p>Increase in demand for the publication of more original content on IP for business</p>	<p>Baseline will be established during the biennium.</p> <p>Some 30 WIPO publications and digital tools translated/ adapted</p> <p>No studies have been completed on national competitiveness strategies</p> <p>Baseline will be established during the biennium.</p>

STRATEGIC GOAL	EXPECTED RESULTS	PERFORMANCE INDICATORS AND TARGETS	BASELINES
III	Enhanced capacity of SME support institutions, including universities and SME training institutions, to provide IP information, support and advisory services to their constituencies	<p>Increase in the number of SMEs support institutions providing services and information on IP</p> <p>Number of SME support institutions, including universities, using WIPO material or material based on WIPO products in their awareness and capacity building services</p> <p>Rate of satisfaction of SMEs with the advisory services provided by SME support institutions</p>	<p>Number of SMEs support institutions providing services and information on IP by the end of 2009</p> <p>Baseline will be established during the biennium.</p> <p>Number of support institutions' undertaking activities using WIPO materials for creating IP awareness by the end of 2009</p> <p>Baseline will be established during the biennium.</p>
III	Strengthened capacity of policy makers to formulate policies, develop and implement projects on IP asset management	<p>Increased reference to IP asset management in statements, speeches and directives of policy makers</p> <p>Number of projects developed and implemented by national governments to promote IP based entrepreneurship</p>	<p>Baseline will be established during the biennium.</p> <p>Baseline will be established during the biennium.</p>

PROGRAM LINKS

This Program will cooperate closely with Program 1 (Patents), Program 2 (Trademarks, Industrial Designs and Geographical Indications), Program 3 (Copyright and Related Rights), Program 4 (Traditional Knowledge, Traditional Cultural Expressions and Genetic Resources), Program 5 (the PCT System), Program 6 (Madrid, Hague and Lisbon Systems Program), 7 (Arbitration, Mediation and Domain Names), Program 8 (Development Agenda Coordination), Program 9 (Africa, Arab, Asia and the Pacific, Latin America and the Caribbean Countries, Least Developed Countries), Program 10 (Cooperation with Certain Countries in Europe and Asia), Program 11 (The WIPO Academy), Program 14 (Global IP Information Services), Program 16 (Economic Studies, Statistics and Analysis), Program 17 (Building Respect for IP) and Program 18 (IP and Global Challenges).

DEVELOPMENT AGENDA LINKS

This Program incorporates activities related to the following adopted Development Agenda recommendations: 1, 2, 4, 5, 6, 10, 11, 12, 34 and 41.

RESOURCES*

Program 30 Small and Medium-sized Enterprises

(in thousands of Swiss francs)

	2008/09 Revised Budget	2010/11 Proposed Budget	Difference	
			Amount	%
A. Personnel Resources				
Posts	1,945	2,379	434	22.3
Short-term Employees	222	377	155	70.1
Consultants	432	538	106	24.6
Special Service Agreements	52	157	105	201.2
Interns	9	48		
Total, A	2,659	3,499	840	31.6
B. Non-personnel Resources				
<i>Travel and Fellowships</i>				
Staff Missions	288	300	12	4.2
Third-party Travel	100	330	230	230.0
Fellowships	--	--	--	--
<i>Contractual Services</i>				
Conferences	30	70	40	133.3
Experts' Honoraria	18	40	22	122.2
Publishing	10	90	80	800.0
Other	399	350	(49)	(12.3)
<i>Operating Expenses</i>				
Premises & Maintenance	--	--	--	--
Communication & Other	45	40	(5)	(11.1)
<i>Equipment and Supplies</i>				
Furniture & Equipment	17	5	(12)	(70.8)
Supplies & Materials	1	5	4	455.6
Total, B	908	1,230	322	35.5
TOTAL	3,567	4,729	1,162	32.6

* For the number of posts for the Program please refer to the Table in Annex II