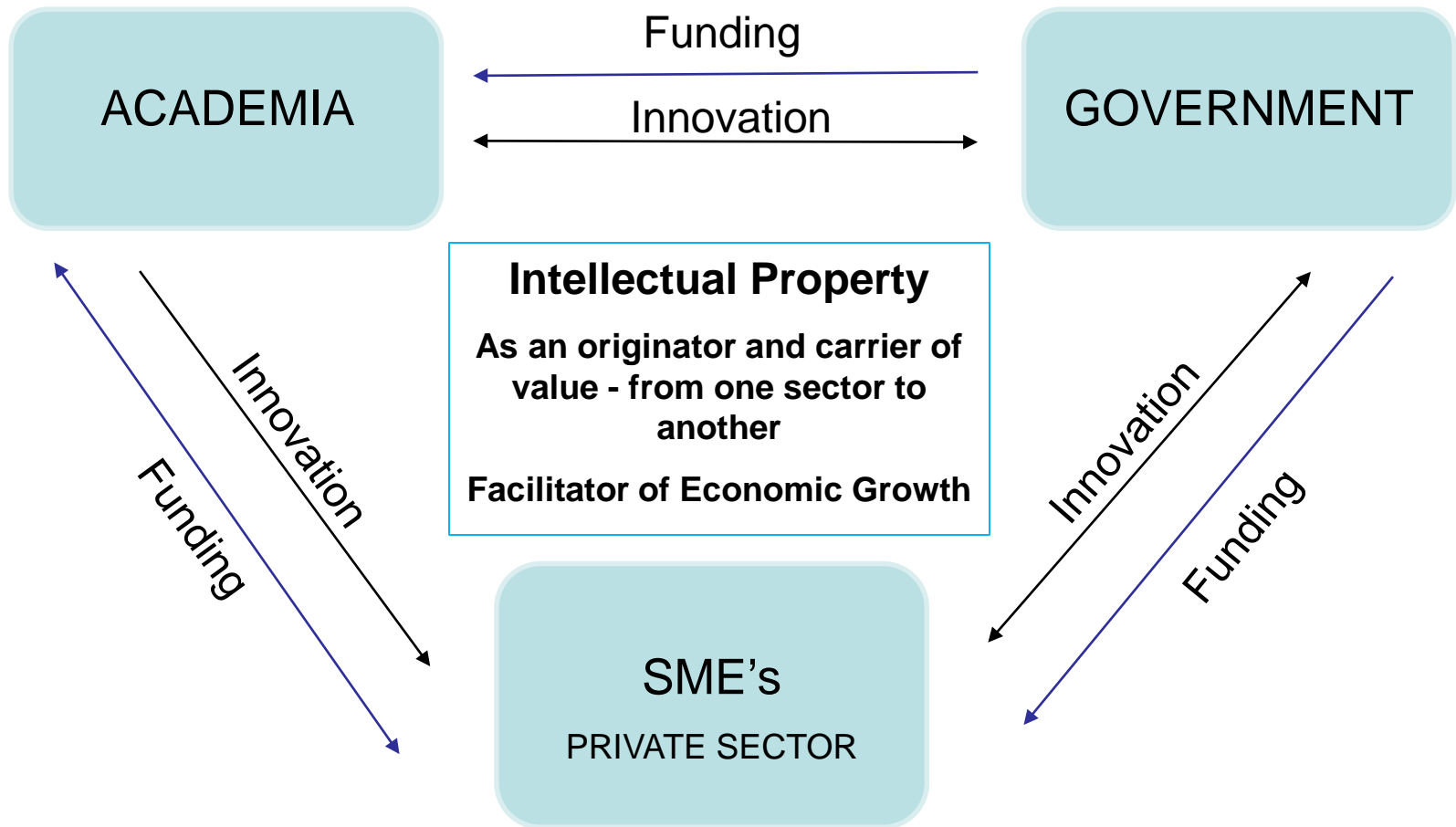




SMES AS ENGINES OF ECONOMIC GROWTH IN AFRICA

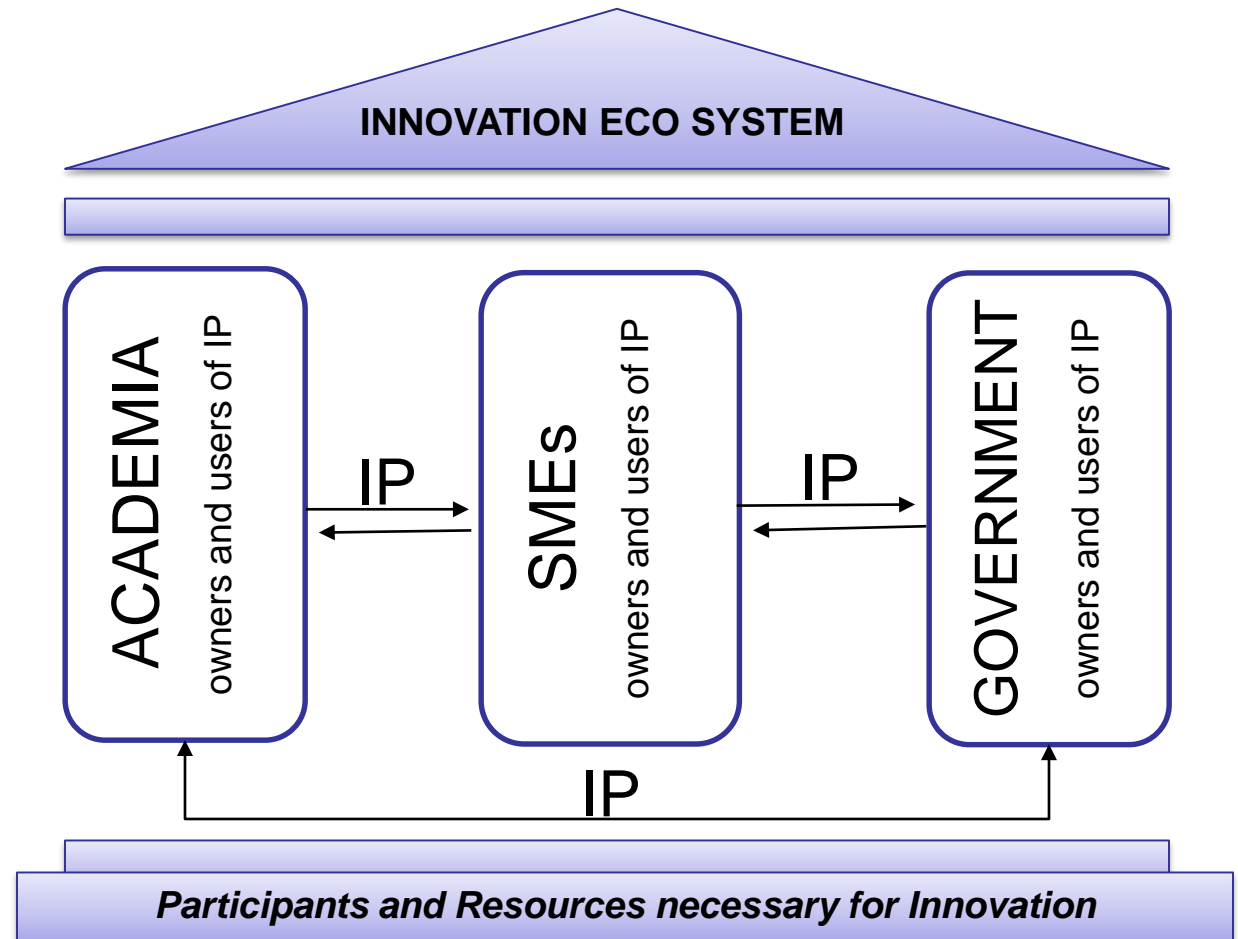
*CLUSTER 2: SMES AND THEIR CONTRIBUTIONS TO ECONOMIC
GROWTH AND GLOBAL COMPETITIVENESS IN AFRICA*



WIPO: PROGRAM 30

- SMEs and Entrepreneurship Support Division (SESD)

*Effective utilization
of IP to promote
innovation and
economic growth
on a national level*



Program 30: IP in Academic Institutions

- Facilitate IP management in Universities and Research Institutions;
- Support IP management and facilitate knowledge transfer.

Capacity Building Programs for Universities and R&D Institutions

Database of IP Policies and IP Policy Template

IP Toolkit for Universities and Academic Institutions

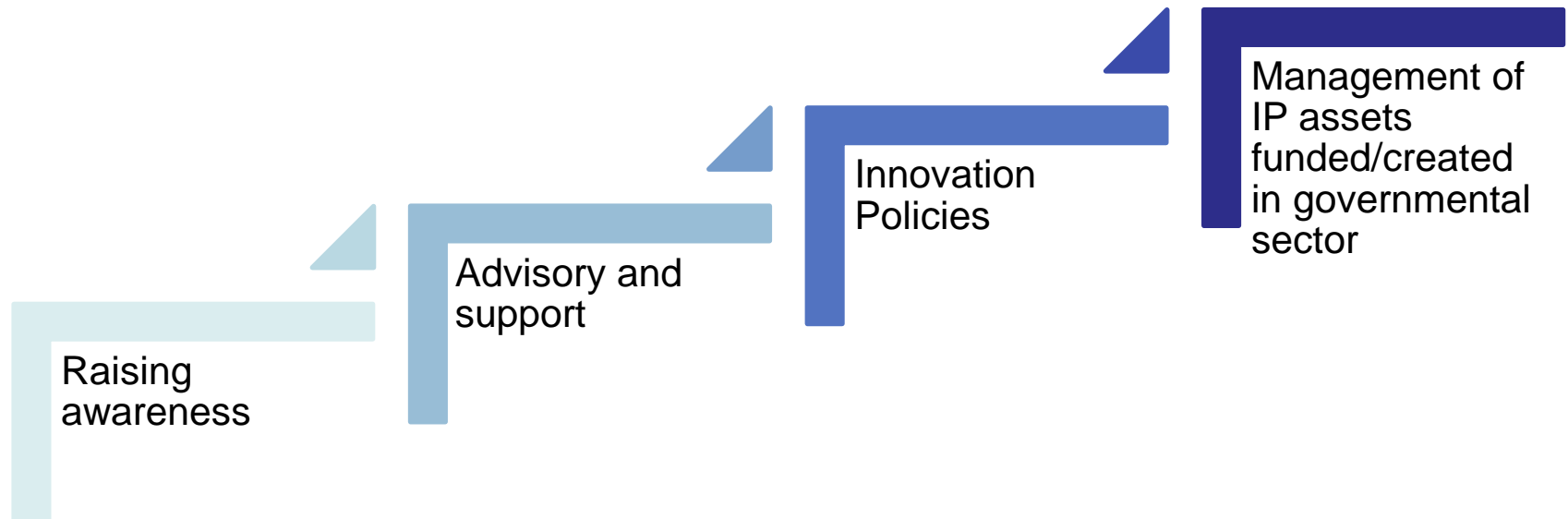
Knowledge transfer activities

IP Management Office: support for setup and networks

Research Commercialization: model agreements and training

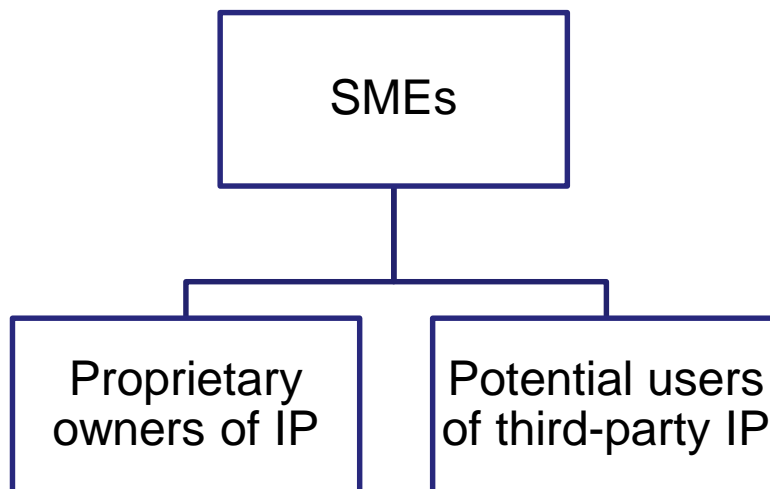
Program 30: IP in Government Sector

- Governments are an additional distinct “sector” that is engaged in funding or production of IP assets and innovation that are largely demand driven by public needs.



Small and Medium-Sized Enterprises and IP

- IPR protection has the ability to encourage innovation and the formation of a well functioning market system leading to economic growth.
- Businesses using IP rights perform better (e.g. *EUIPO, 2015*).



SMEs use of IP

- Advantages and Opportunities

SMEs as Owners of IP

- Obtaining a competitive edge;
- Enhance the value or worth of a company;
 - Operating beyond domestic markets;
 - IP as a source of financing.

SMEs as potential users of third-party IP

- Managing risks related to third-party IP assets;
 - Utilizing third parties' R&D outputs;
- Joint R&D with universities or research institutes;
- Generating alliances – gaining a greater buying power.

SMEs use of IP

- Challenges and Barriers

Insufficient information on the relevance of IP in day-to-day business

Potential obstacles related to the integration of innovation

Lack of information on and access to appropriate innovation and knowledge partners

Lack of IP awareness

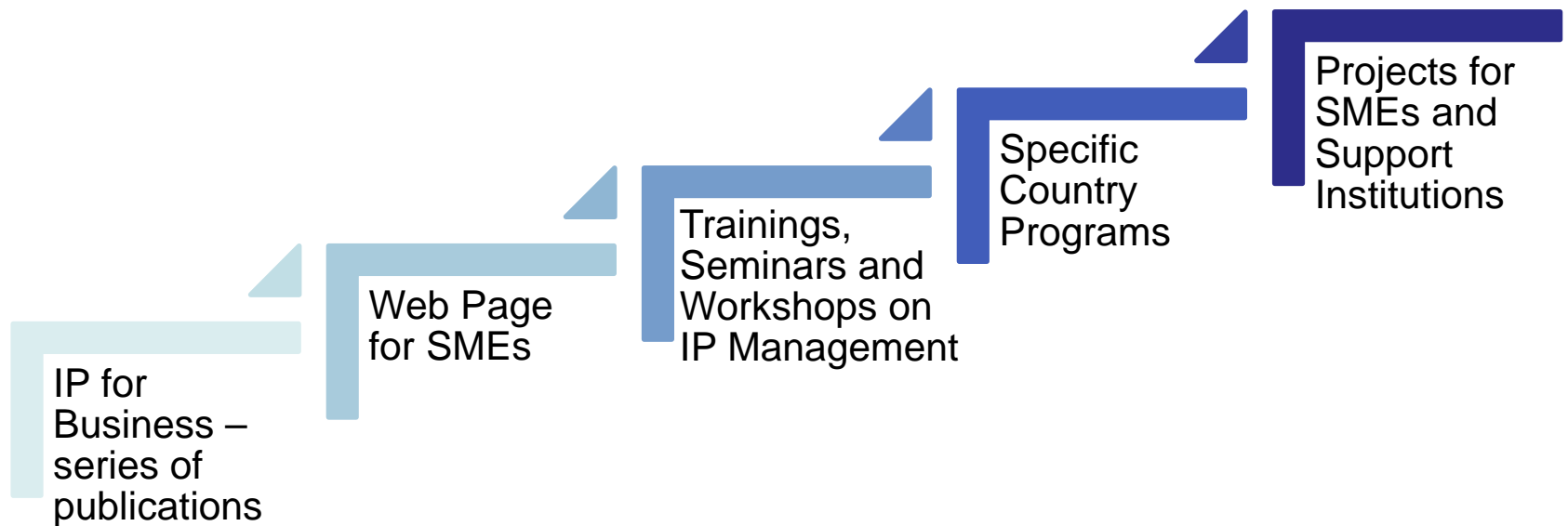
Lack of specific provisions for participation in government contracts

Perception that the IP system is too complex

Costs associated

Program 30: SMEs and IP

- Assisting SMEs in capturing and utilizing the value of their IP rights for business growth;



Making IP work for SMEs

*1. IP Diagnostic tool and guide for SMEs
and SMEs support institutions*

*2. Access to and Use by SMEs of
government funded/generated innovation*

3. Webinars

4. Combined capacity building activities

5. Network of SMEs intermediaries

6. Industry and product based approach

1. IP Diagnostic Tool and Guide

DIAGNOSIS TOOL

- A software-based tool hosted on the WIPO website.
- Preliminary determination of IP assets that SME has and how to extract maximum value and competitive advantage from their IP assets.

DIAGNOSIS GUIDE

- A manual that would help SME Support Institutions conduct a face to face evaluation with a SMEs.
- Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.

Industries

- Life sciences;
- Agro-food;
- Mechanical engineering;
- Advertising;
- Textiles.

2. Access to and Use by SMEs of government funded/generated innovation

Awareness raising

- Understanding that the normal discharge of their functions and responsibilities may result in valuable IP
- Effective management of government IP is necessary for enabling the smooth transfer of innovations to industry, including SMEs

Training programs

- Government departments, agencies and ministries
- Bringing potential partners together

Work with interested governments

- Advisory support
- Assistance in development of policies or systems for the systematic management of governmental IP

3. Webinars and Increased Web-presence

- Streamline the information flow;
- Increase the outreach;
- Cost effective tool for awareness raising.



4. Combined Capacity Building Activities for SMEs and Universities

■ Objectives of such events:

- Actively promote opportunities for public-private collaboration;
- Enable cross-exploitation of accumulated knowledge between the sectors;
- Increase level of IP knowledge and utilization;
- Promote initiatives combining the skills and competences of private companies and universities.



Utilize IP as a facilitator to bridge the gap

5. Network of SME Intermediaries

- A platform for WIPO and IP offices to cooperate with SME Intermediaries in the delivery of IP related services to SMEs.



6. Industry / Product Based Approach

- Focus on materials which are dedicated to a specific industry (product), its unique attributes & IP related issues:

Agro-sector:

Most relevant IPRs for this are patents, plant breeders' rights and trademarks including collective marks, certificate marks and geographical indications.

Software:

SMEs in this sector are found to be the most active in using IPRs, and in particular patents and copyright.

IP strategy could often be based on secrecy within the company.

Service sector:

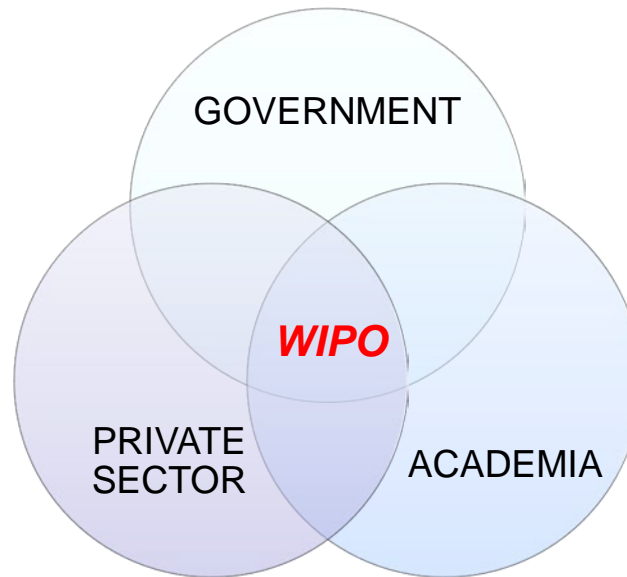
Service firms' production processes could be wholly dependent on the employees' knowledge and skills.

NDA's are likely to play a key role.

Our Goal: Cross Functional Collaboration

WIPO's

“360° Coverage to Mobilize the Innovation for Economic Growth”



- Greater level of continued commitment for improvement in the IP sphere;
- Improvement of communication between the different sectors;
- Increase the chance that positive change will begin in the entire ecosystem.



Thank you,

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Director

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Department for Transition and Developed Countries

World Intellectual Property Organization