


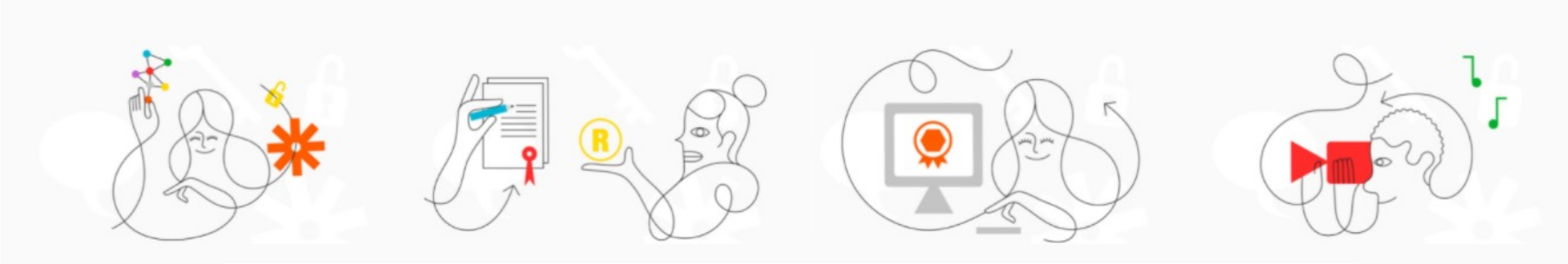


eHIPOC

Virtual Meeting with IP offices in
South Asia, Southeast Asia, Iran and
Mongolia

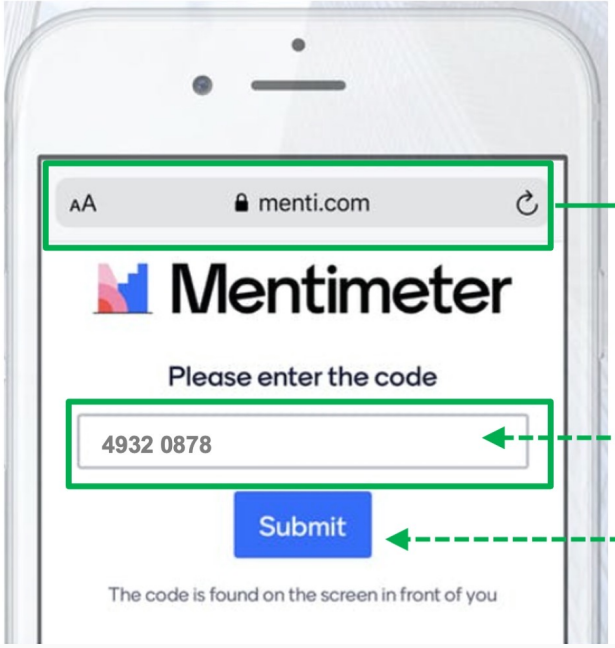
Thank you for joining us. The meeting will start shortly.

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Online Forum Sessions

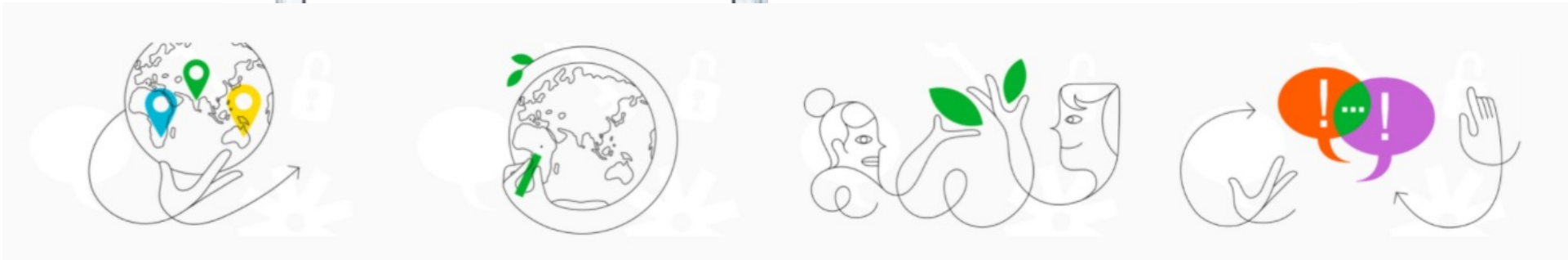
How to access Menti.com

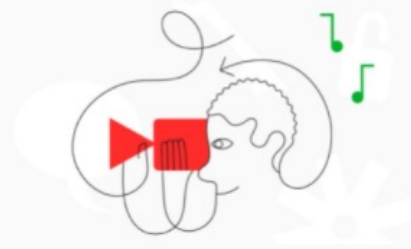


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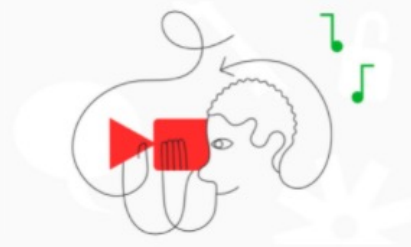


eHIPOC

Virtual Meeting with IP offices in
South Asia, Southeast Asia, Iran and
Mongolia

OUR MEETING IS ABOUT TO BEGIN

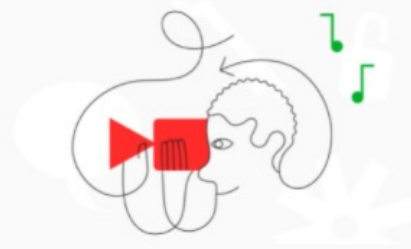




eHIPOC

Virtual Meeting with IP offices in
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Mongolia

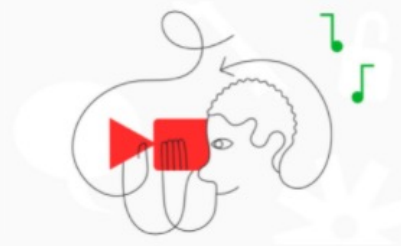




Opening Remarks

Mr. Daren Tang
Director General
World Intellectual Property Organization (WIPO)





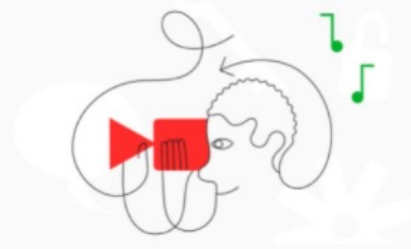
Segment 1

General Development Cooperation Outlook for 2021 and the Next Biennium (Continuing the Implementation Strategies for the Region)

Presenter:

Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific, Regional and National Development Sector, WIPO





eHIPOC

Virtual Meeting with IP offices in
South Asia, Southeast Asia, Iran and
Mongolia



**Intellectual Property
is not just learned...**

Intellectual Property

is..

**utilized &
experienced**

Project-based multi-dimensional multi-phased approach

..to deliver technical assistance in a
coherent, tangible and impactful
manner

“Each project is divided into phases from inception to institutionalization, designed for deliberate progression (**not doing more of the same activities year after year**).”

**1. Combining theoretical
and information-based
assistance**

**with pragmatic, clinical
and systems support**

**applied to actual business
case scenarios**

“ASPAC’s underlying philosophy to deliver technical assistance in a coherent, tangible and impactful manner.. **going beyond conducting seminars and workshops.”**

2. Ensure that training is accountable to the final stage of learning to attain mastery and proficiency of the subject matter

Training curriculum is specially designed to cover the complete competency requirements, and each training event is defined specifically to impart and target particular competencies, which can then be validated post-training.

**3. Scaling up and
sustaining the work
through digital
transformation, online
tools and networking to
form communities**

“Starting 2021, we will embark on 2 new components: (a) **communications** and (b) **research** to run parallel with and complement the technical assistance delivery in order to be stay attuned and get closer to countries’ stakeholders, needs and priorities”

What We Do and Who We are

5 Impact Statements in 3 Result Areas



National Level
legislative advice, strategy formulation, cooperation monitoring..

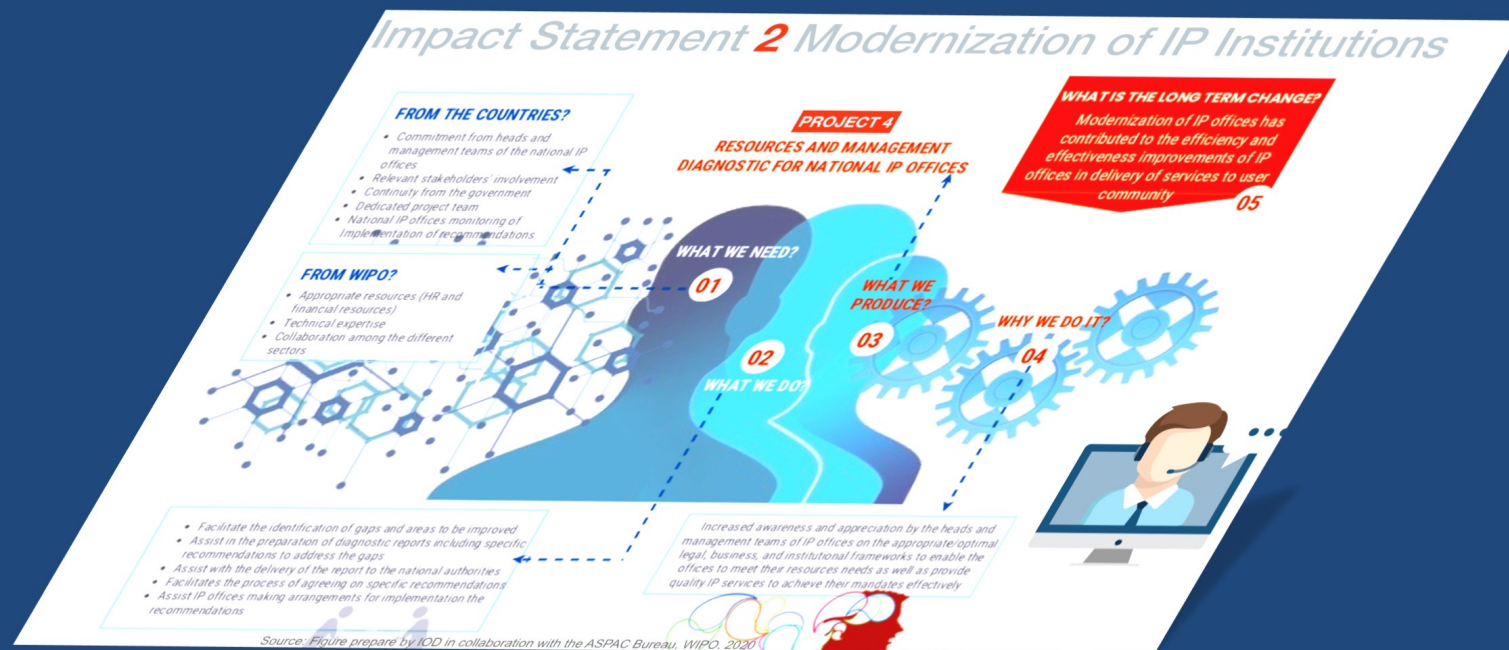
Institutional Level
diagnostics for intellectual property offices, learning management of examiners, treaty accession, executive education

Community Level
enabling environment for end-users, stakeholders and interlocutors in branding, designs and technology tools

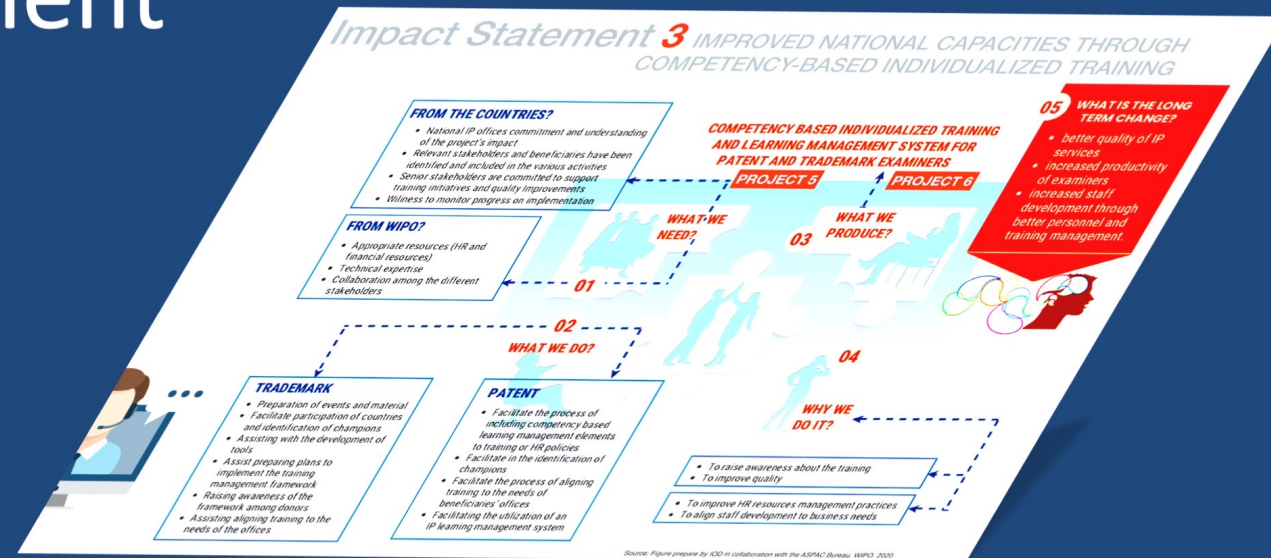
Improved national IP frameworks for better governance and integration of IP to national development priorities and economic objectives



Increased efficiency and effectiveness of national IP offices in the delivery of new and traditional IP services to the user community



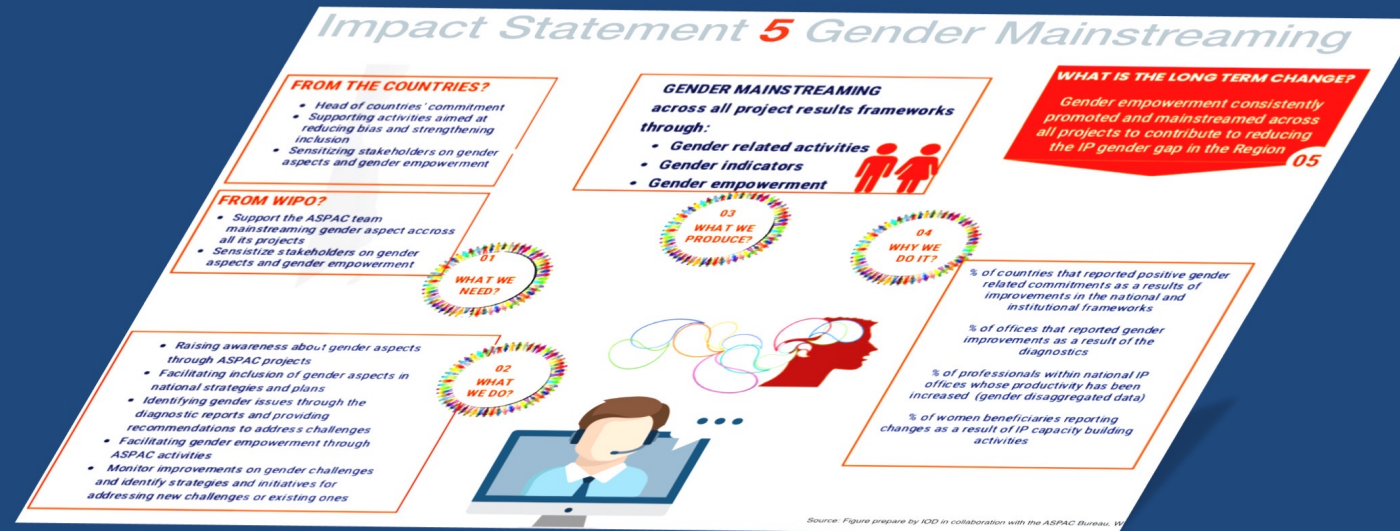
To contribute to IP office staff development for better quality and increased productivity of IP examination through better training management



Enhanced access to IP information and increased capacity to use IP for innovation and creativity



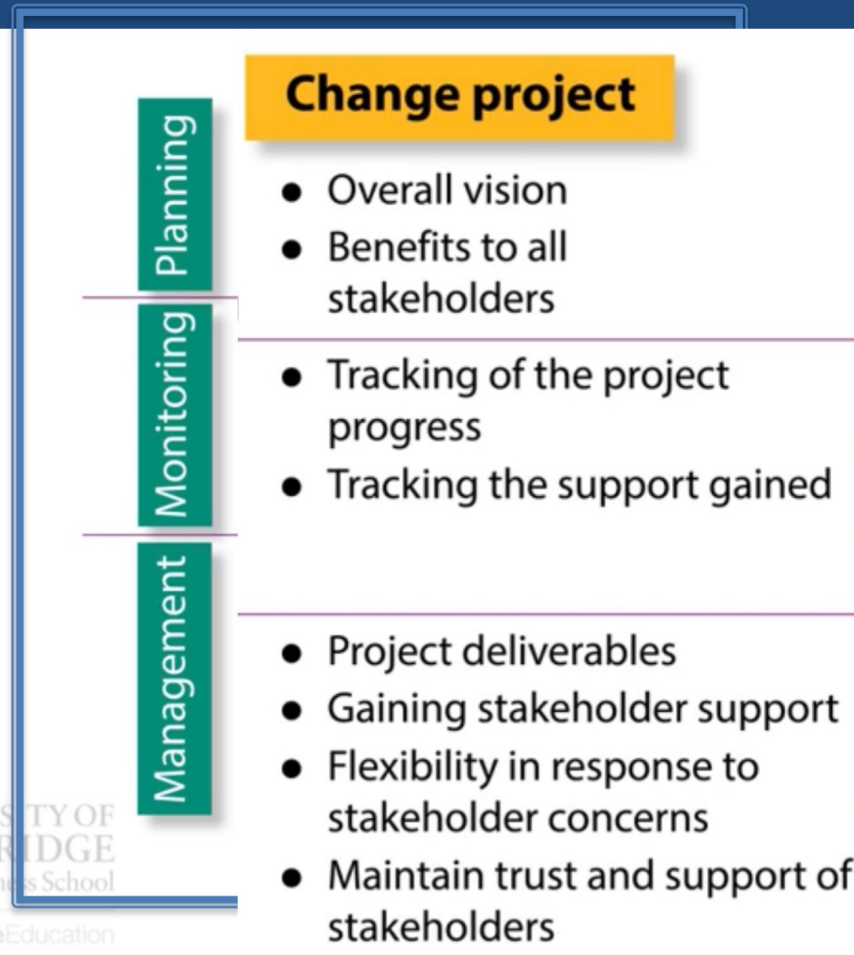
Women empowerment promoted and gender mainstreamed across all endeavors of the IP office to reduce the gender gap



We Desire

CHANGE

To Achieve the Change We Desire



- National IP Strategy (for whole of government approach to IP)
- Country/Regional Plans
- IPO Diagnostics
- Examiners
- Individualized Training & Learning Mgt System
- Enabling Innovation Environment projects

WE REMAIN

Division for Asia and the Pacific

The Division for Asia and the Pacific is responsible for providing legal and **technical assistance** to 38 countries, 27 of which are developing countries and 11 are Least-Developed Countries in the Asia and Pacific region, in a tangible, impactful, and inclusive manner.

The Division engages multiple stakeholders, such as IP offices, other government agencies, and private sector entities in tailor-made programs on IP, to build experience and confidence in using IP, including trademarks, patents, designs, and geographical indications, as tools for innovation and creativity.

Collaborating with other WIPO units, the Division for Asia and the Pacific ensures that technical assistance are project-based, aligned with each country's priorities and will contribute to achieving the 2030 Sustainable Development Goals, building on its intrinsic knowledge and perspective of the country/region.

WE REMAIN

Our activities include:

- Initiating demand-driven cooperation that targets real impact through a structured framework of country and regional long-term **national IP strategies**, policies, and country/regional plans
- Delivering technical assistance in a coherent and tangible manner using a multi-dimensional multi-phased approach
- Engaging multiple stakeholders in capacity-development including IP intermediaries, innovators, entrepreneurs, and in particular SMEs. Further engaging universities and the research community to build capacity, skills, and knowledge in IP commercialization.
- Providing hands-on skills training and mentoring, and facilitating systematic competency-based training including on brand strategy elaboration.
- Promoting and supporting horizontal cooperation among IP offices through the Heads of IP Office Conference (HIPOC) and other initiatives, promoting South/South cooperation.
- Developing online interactive self-help tools and other resources to scale up assistance and reach more stakeholders.
- Embarking on digital transformation and communication initiatives, using new communication media channels

WE THANK YOU



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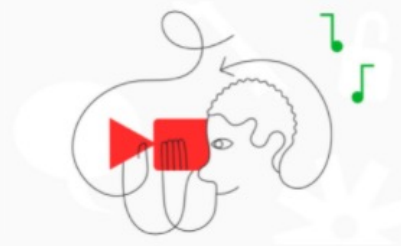
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B...



Segment 2

Updates on National Intellectual Property (IP) Strategy Project: Proof-of-Concept Framework to Incorporate Economic Targets and Insights to the National IP Strategies

Presenters:

Mr. Ye Min Than, Senior Program Officer, Division for Asia and the Pacific, Regional and National Development Sector, WIPO

Mr. Mathias Mulumba, External Consultant, France





National IP Strategy (NIPS) – Global Innovation Index (GII) Proof-of-Concept Initiative

**27 April
2021**

Mr. Ye Min Than & Mr. Mathias Mulumba

Outline

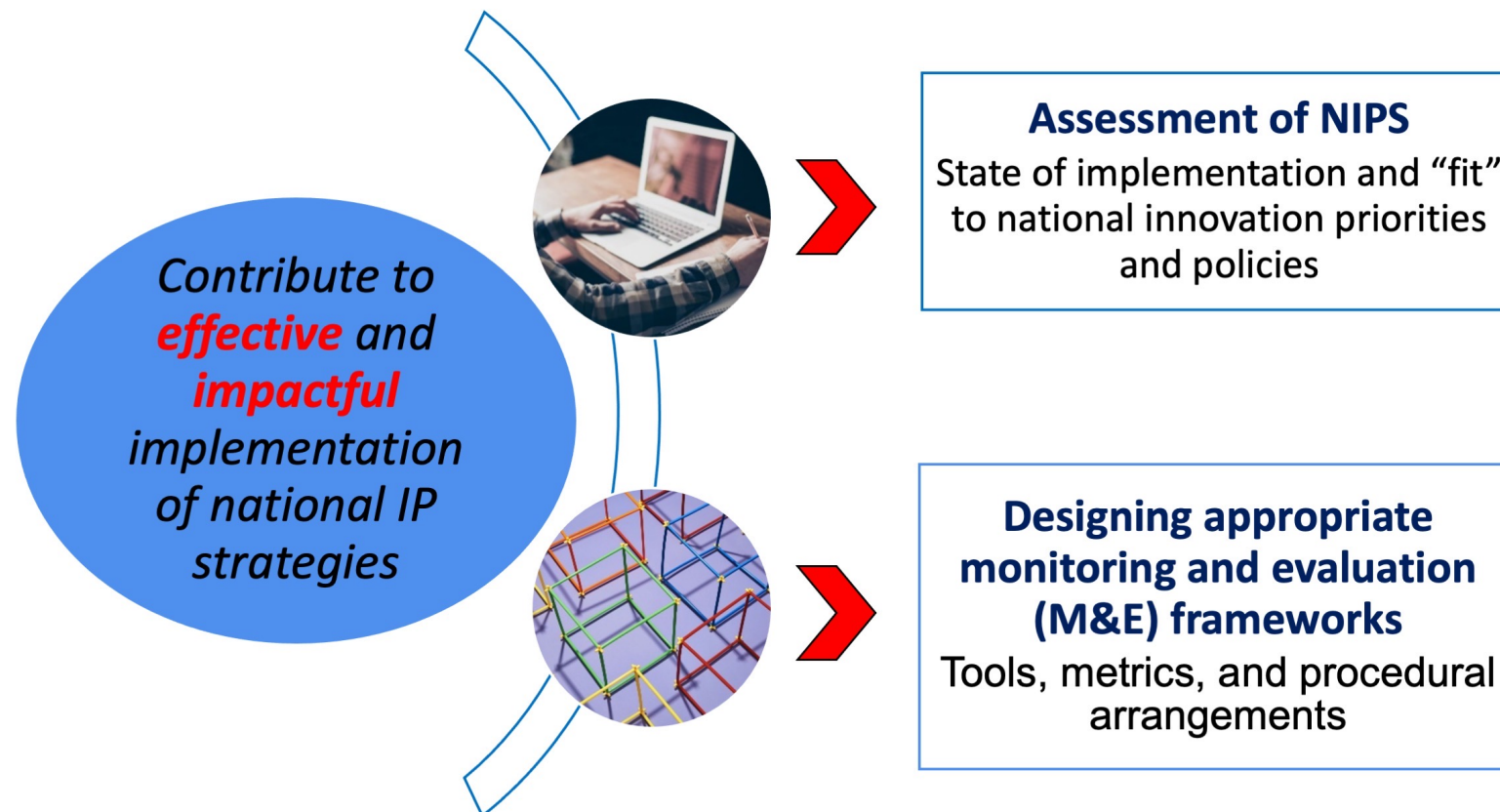
- **Objective**
- **Approach and Process**
- **Findings**
- **Indicators**
- **Challenges and opportunities**
- **Next Steps**

Rationale

- Alignment of NIPS with national innovation policies
- Functional linkages between GII indicators and NIPS?
- How to strengthen monitoring and evaluation (M&E) frameworks for implementation of NIPS?



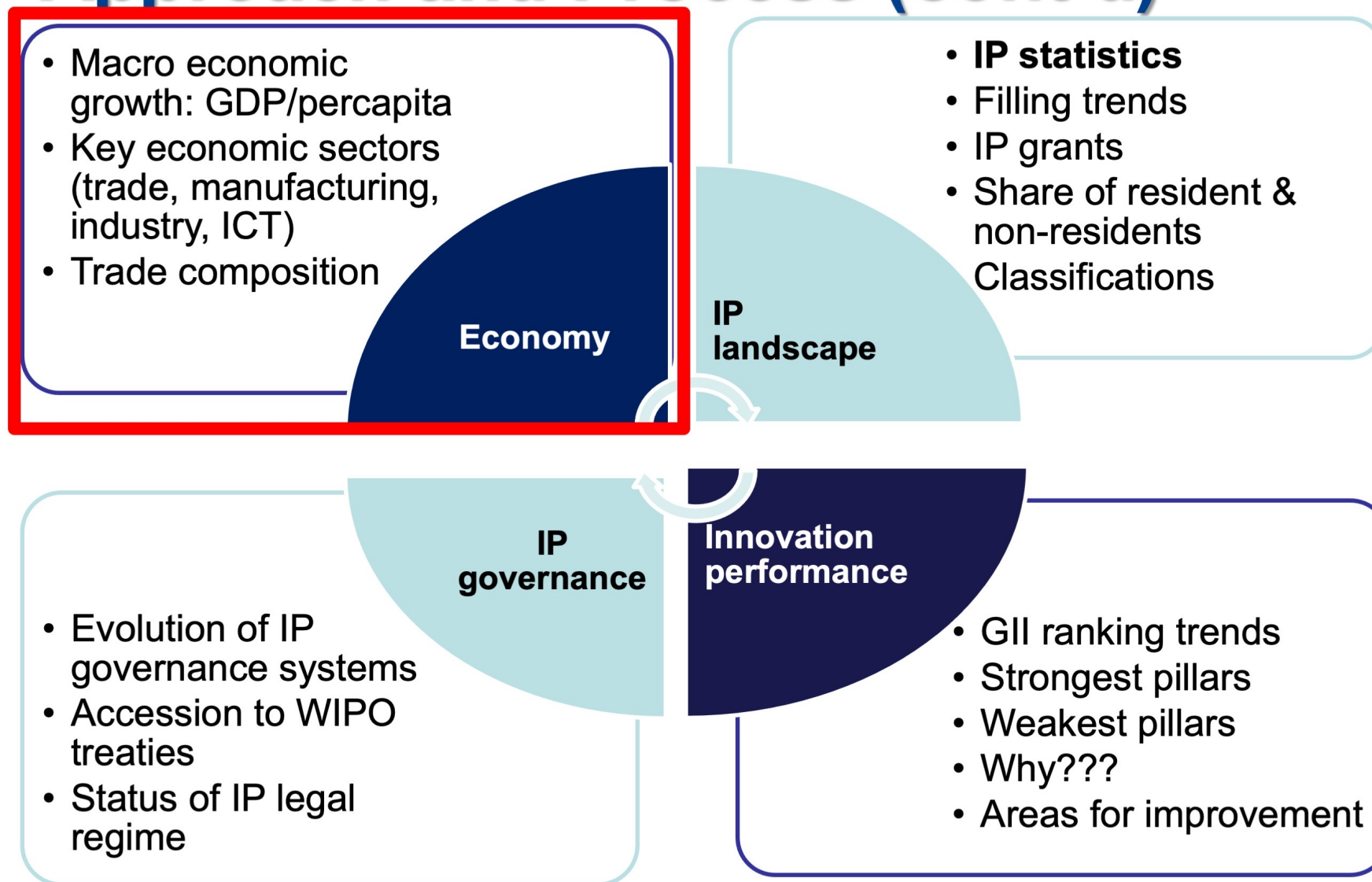
Objective NIPS-GII Proof-of-Concept Initiative



Approach and Process

- **Four-pronged approach**
- **Step 1: Country in-depth analysis**

Approach and Process (cont'd)



■ Step 1: Country Analysis

Approach and Process (cont'd)

Sector

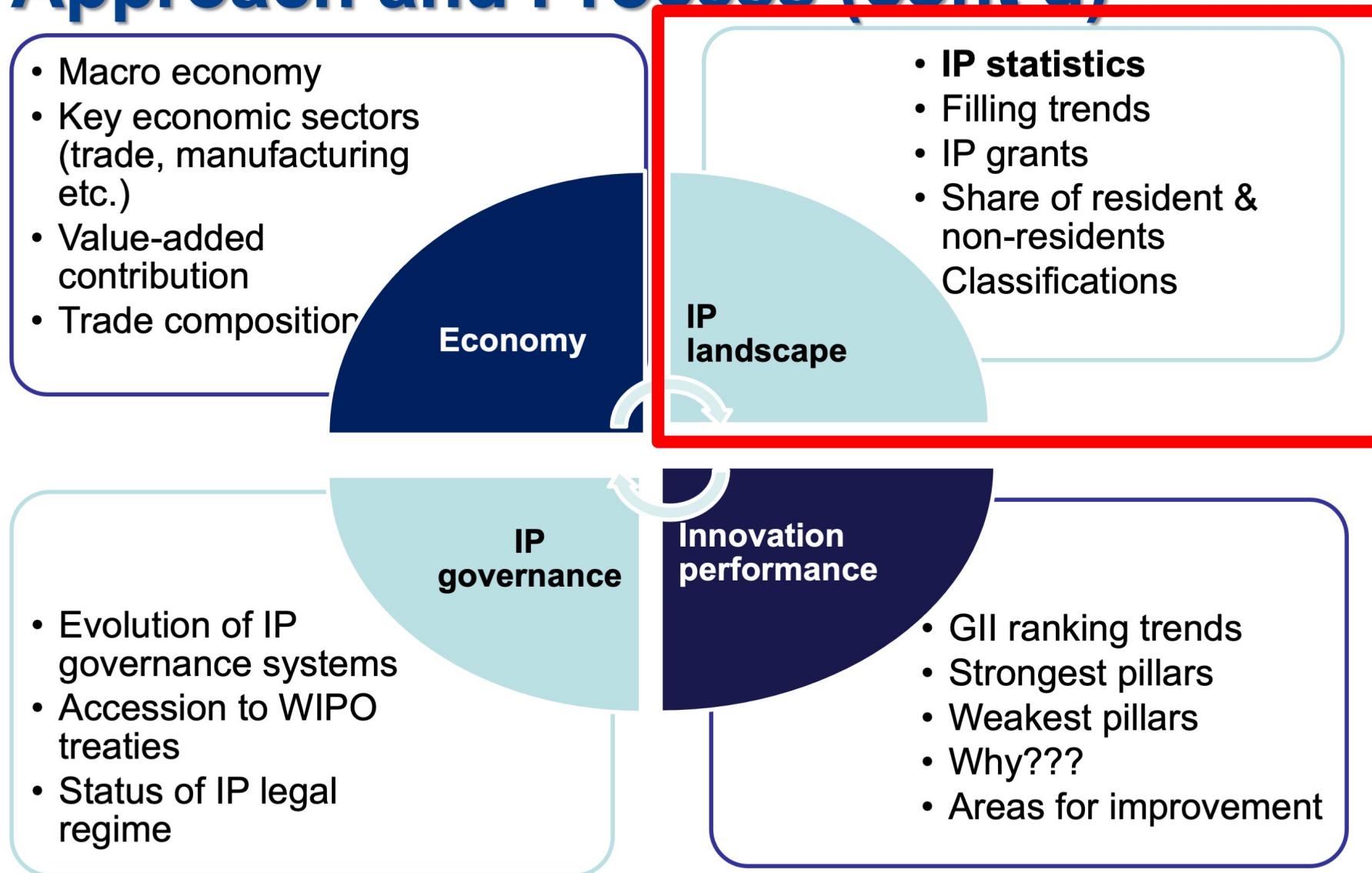
Value-added

contribution



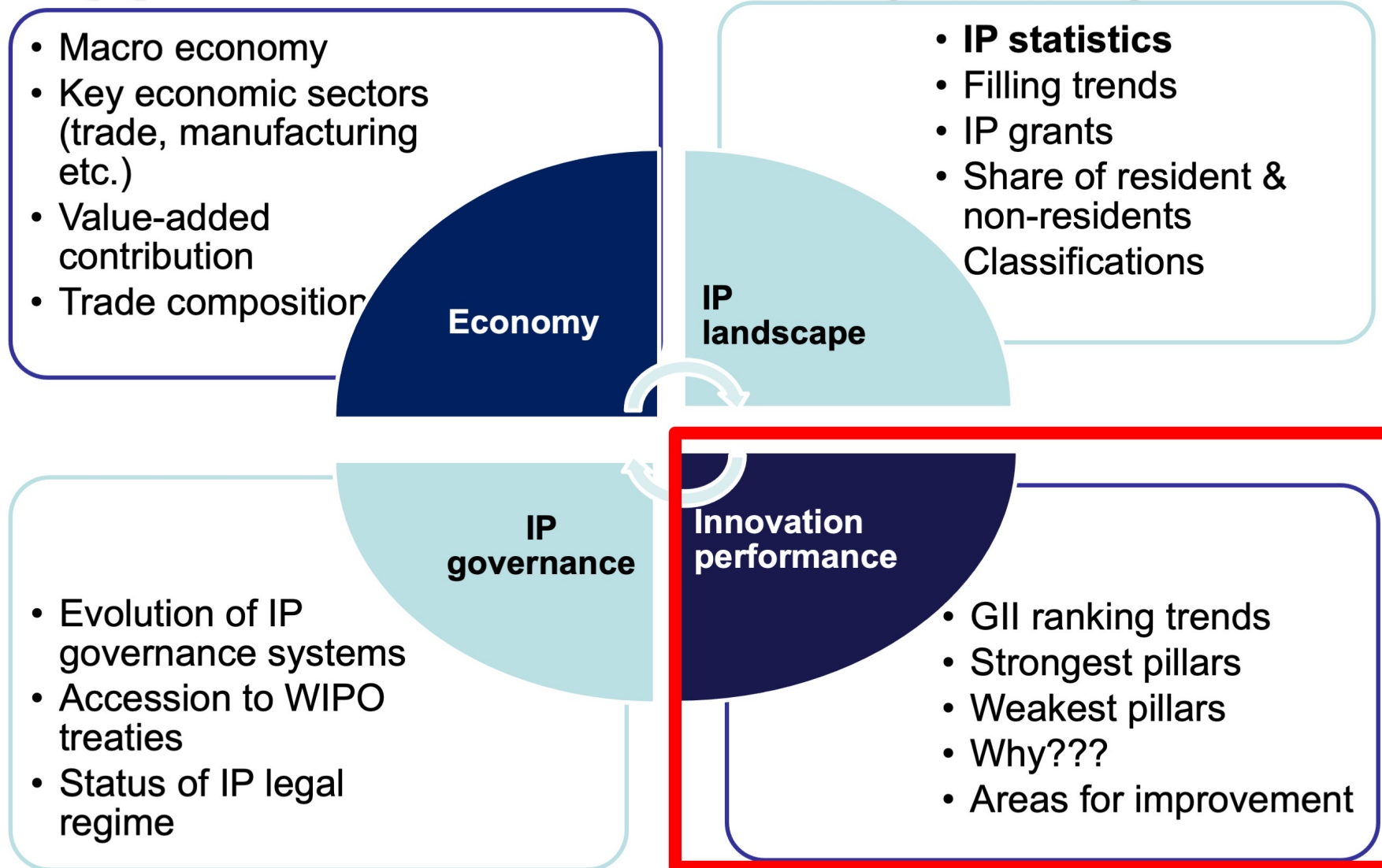
■ **Step 1: Country Analysis**

Approach and Process (cont'd)



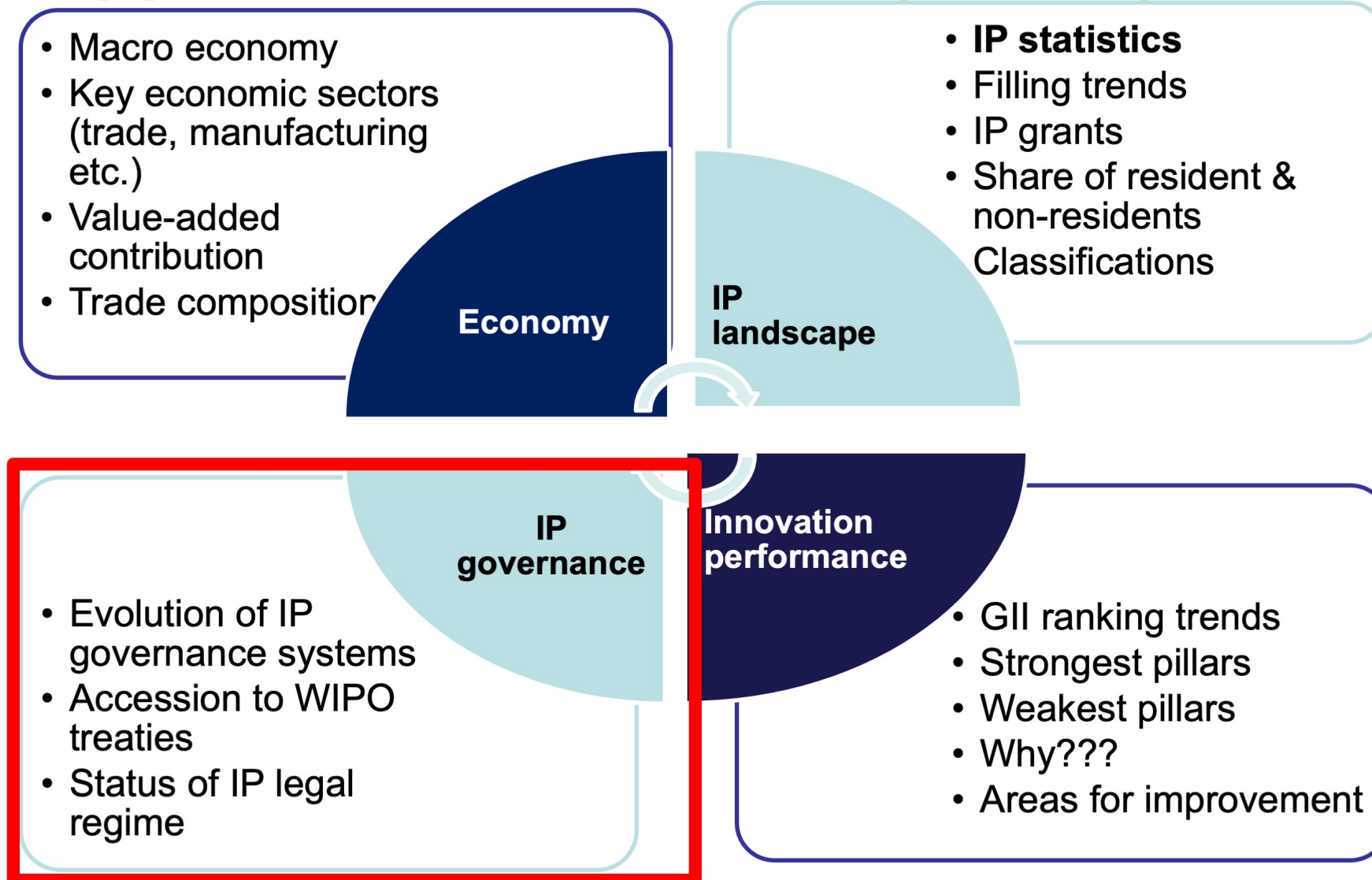
■ Step 1: Country Analysis

Approach and Process (cont'd)



■ Step 1: Country Analysis

Approach and Process (cont'd)



■ Step 1: Country Analysis

Approach and Process (cont'd)

■ Step 4

Review NIPS process and goals

- How the NIPS was arrived at??
- **Substantive goals**
- Existing targets and metrics identified in the NIPS

■ Step 2

Compare NIPS and innovation strategies

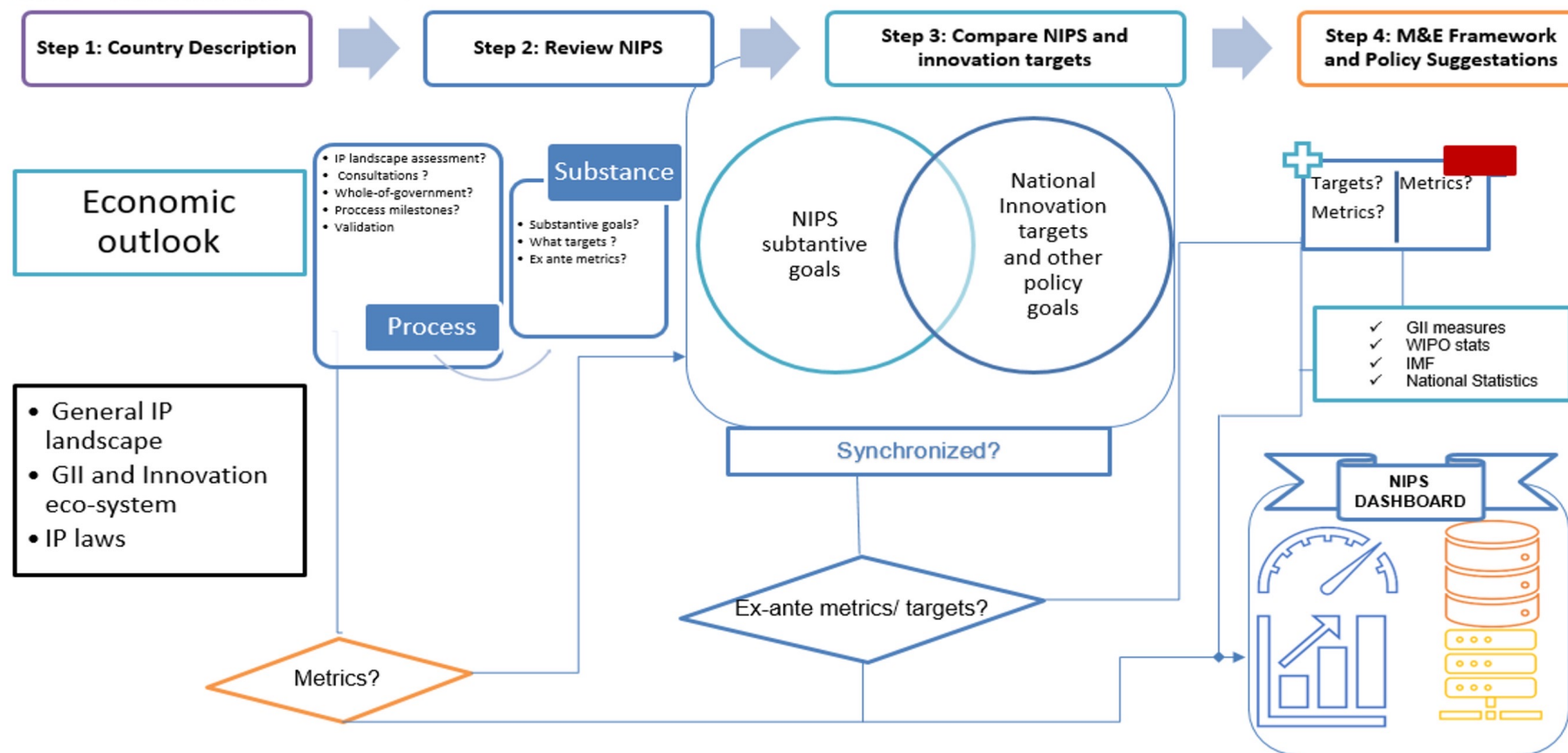
- NIPS mirror broader national development targets ???
- Alignment ??
- **Convergence, divergence** and missing elements

■ Step 3

Design M&E Framework

- Propose ex-post metrics
- Activity, output & outcome metrics
- **Source: GII, WIPO, National statistics, sectors metrics**
- Create a “**NIPS dashboard**”
- Processes & tools

Approach and Process (cont'd)



Findings on the NIPS and Innovation

Goals

NIPS goals

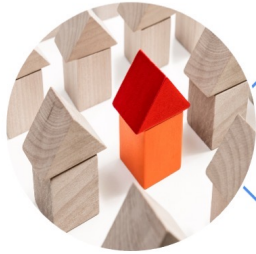
- Innovation and commercialization of IP assets
- Enabling IP legal frameworks
- Whole-country IP awareness
- Protection and effective enforcement of IP rights
- Capacitation of human resources and IP institutions

Innovation Goals

- Knowledge creation, acquisition and dissemination
- R&D capacity and Human resource
- Technology transfer
- Research collaboration
- R&D expenditure

Global innovation index

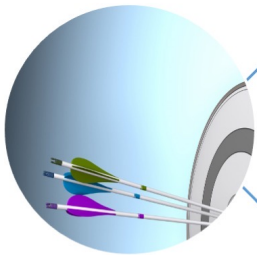
Findings on the NIPS and Innovation Goals



Some semblance between the **NIPS** and **innovation** goals - **Missing elements and divergence in sectors and priority fields; overlapping objectives !**



Lacking coordination and fragmentation in implementation. Mostly driven by IPOs/agency lack overarching authority, **less whole-of-government approach**



Some specific actions are **quite broad** - **Further engagements, policy instruments required to cascade NIPS**

Findings: Indicators in NIPS

- Majority of NIPS goals did not have ex ante metrics
- Mostly general economic and macro-economic indicators
- Very high-level in nature, **no sector nor firm level metrics**
- Lacking numerical IP-related targets to measure NIPS implementation processes

Findings: Indicators in NIPS (cont'd)

- **Tangible outputs stated lack numerical targets**
- **Mostly limited to IP statistics vs innovation ecosystem**
- **Increasing interest in GII to monitor innovation performance**
- **Monitoring and evaluation plans required**
- **GI I framework and data collections tools**

Proposed Indicators and Metrics

General economic indicators

GDP, Trade, sectoral (GDP) etc.

Innovation Indicators

R&D expenditure, innovation outputs, innovation inputs etc.

IP indicators and statistics

IP applications, IP grants

Sector specific metrics

Education, STI, SMEs, entrepreneurship, industry, commerce etc.

Output and process metrics

Implementation effective indicators/metrics

Challenges and Opportunities

- High-level statistics available: **but time lags!**
Limited data at country level
- Countries constrained: **capacity, resources, data collection tool, M&E staff lean, ...**
- Platforms for joint reflection on the IP and innovation based on annual performance metrics
- Anchoring of NIPS with national M&E frameworks
- Links the NIPS M&E with the national statistical systems

Next Steps

**NIPS
Dashboard**



**Validation of the NIPS-GII
analysis**



**Refine
metrics**



**Elaborate
on the M&E
framework**

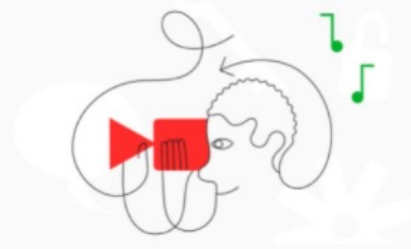


**Assess existing
M&E
mechanisms and
responsibilities**





***Thank you for your
kind attention***



Segment 2: Open Forum

Feel free to share with us your thoughts, comments and questions

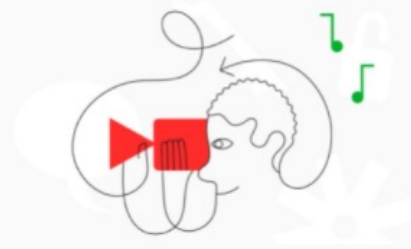
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Step 3 - click the 'Open Q&A' button to enter your question or comment





Segment 3

Updates on Country Plans for Technical Cooperation: Country Engagements and Initiating the Pilot Operationalization

Presenters:

Mr. Idhir Britel, Program Officer, Division for Asia and the Pacific, Regional and National Development Sector, WIPO

Mr. Inayet Syed, External Consultant, Switzerland





**Heads of Intellectual Property Office (eHIPOC) of the
Association of Southeast Asian Nations (ASEAN),
the Countries of the South Asian Association for Regional Cooperation (SAARC),
Iran (Islamic Republic of) and Mongolia**

***Segment 3: Updates on Country Plans for Technical Cooperation:
Country Engagement and Initiating Pilot Operationalization***

Division for Asia and the Pacific (ASPAC Division)

April 27 and 28, 2021

Definition of the Country Plan

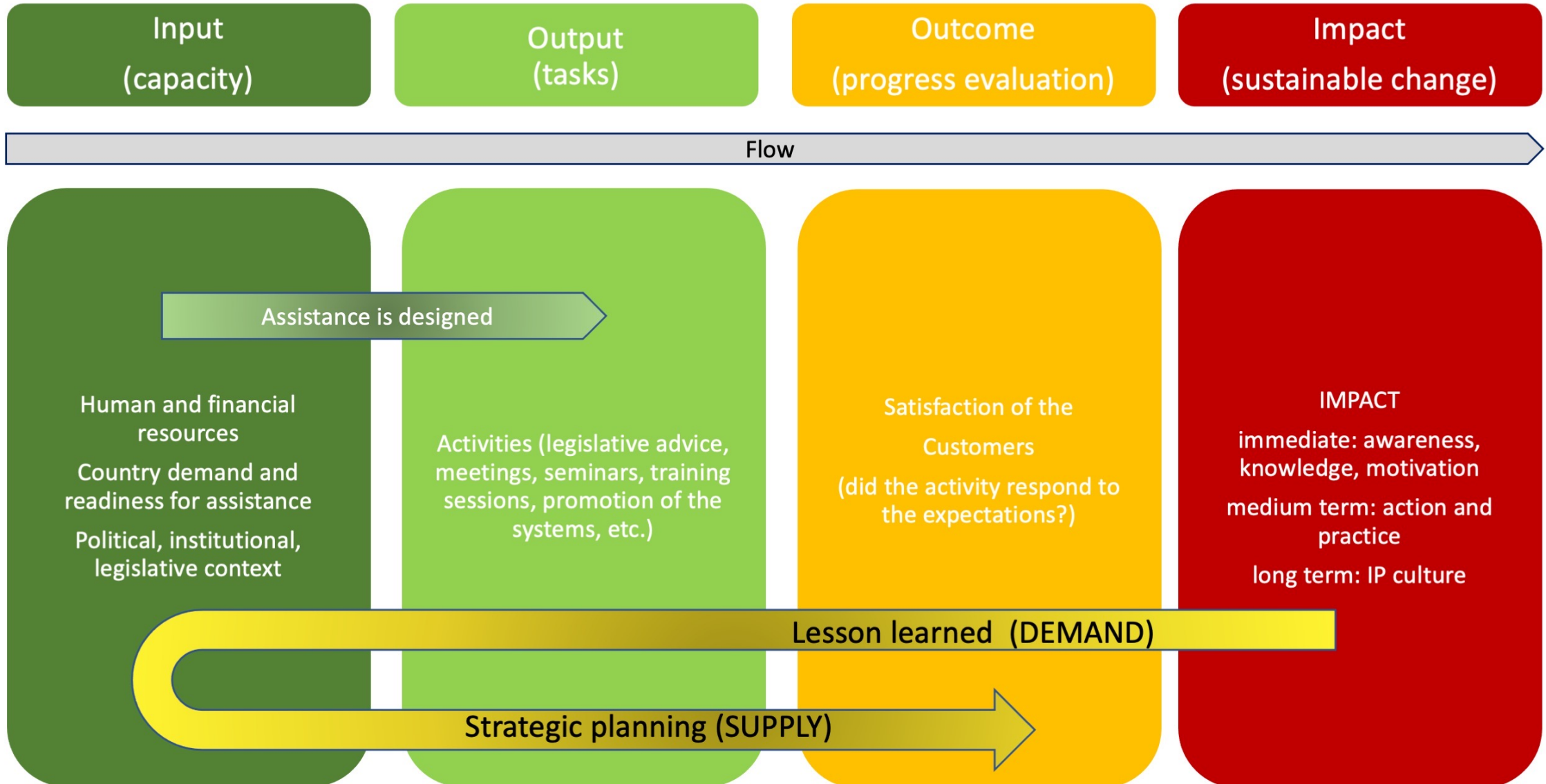
“a common framework to communicate, track and report results of technical assistance at the country-level, with the aim of consolidating delivery to achieve a cumulative impact”.

one document, one roadmap, one plan

a common framework and accountability

technical cooperation is central.

How the Country Plan will impact delivery



we speak the same language

the country engagement

towards strategic planning

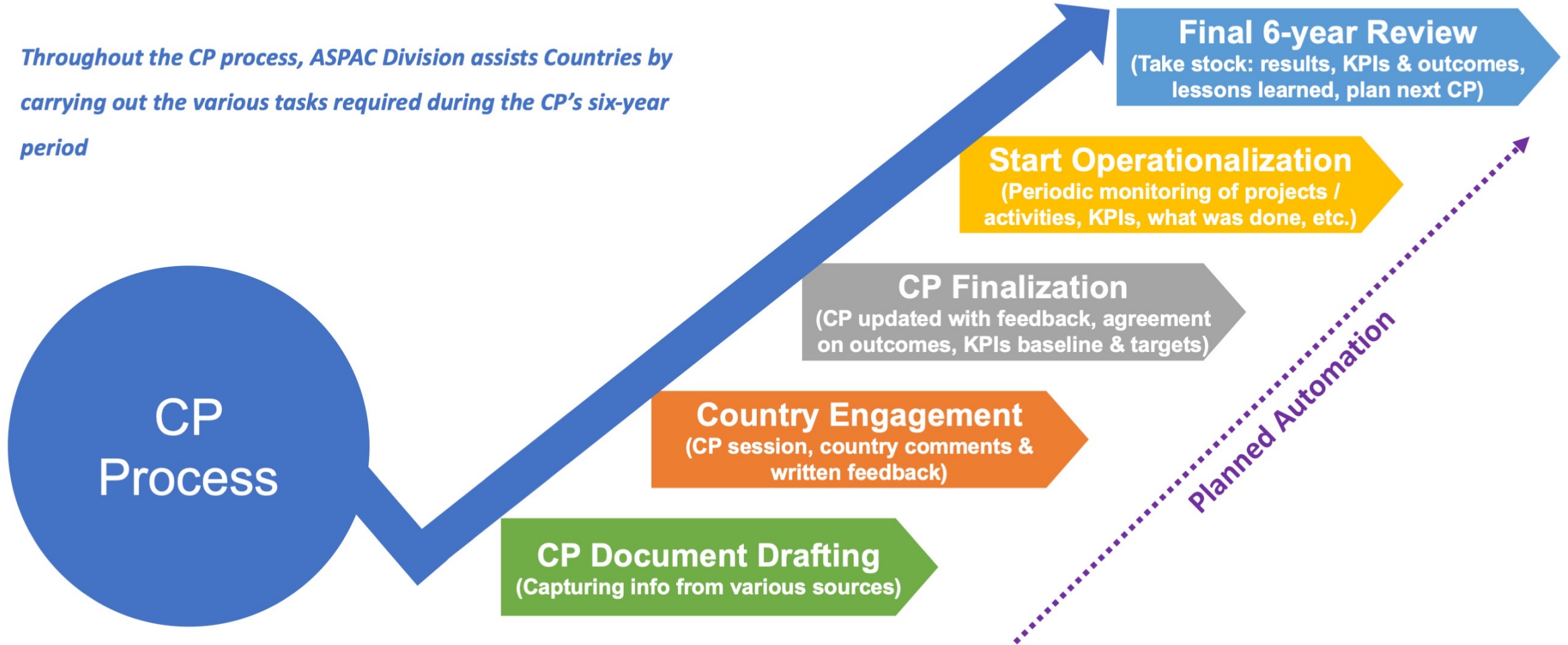
A powerful tool for shared benefits

A mutual benefit

- Overview of the cooperation and WIPO's activities in the country
- Track progress of activities and projects (monitor and evaluate)
- Identification of needs or gaps
- A tool for strategic planning
- For the country
 - A reference for future initiatives
 - Help define a tailored assistance (based on the national priorities)
- For ASPAC and WIPO:
 - Better understanding of the country's IP landscape and priorities
 - Result-based approach to improve technical assistance, our processes and have a long-term strategic approach to cooperation

Country Plan (CP) - Process

Throughout the CP process, ASPAC Division assists Countries by carrying out the various tasks required during the CP's six-year period



RBM Metrics: Input for Baseline Data & Targets for KPIs

HIGH-LEVEL KEY PERFORMANCE INDICATORS⁵⁶ (KPIs)

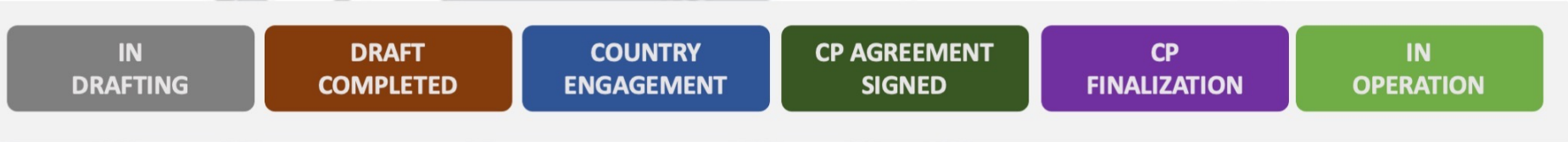
The KPIs are presented using the SMART⁵⁷ criteria. KPIs are displayed in the Table below:

Objective / Initiative / Result Area	Indicators	Unit	2020 Base	Target						Source of Verification
				2021	2022	2023	2024	2025	2026	
IP Registration Efficiency IPOD Project (Result Area 2)	Decreased average turnaround time by xx% from filing to registration for trademarks, for national applications without objections or oppositions in 2021	Months								
	Reduced average national patent filed by resident									
Technology Transfer & Commercialization EIE-Tech Project (Result Area 3)	Decreased average time to registration of national applications									
	Number of IP participating initiative									
Enhanced Human Resource Capacities & Skills (Capacity building initiatives across all Result Areas)	Number of IP initiated by									
	% of participant satisfaction									
	% of participant skills learned									
	% of national persons in V									

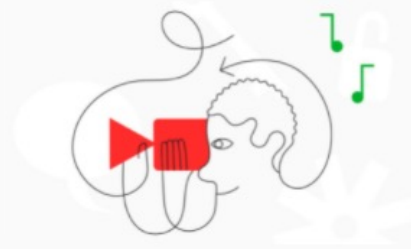
CP Annex B: Results-Based Management (RBM) Monitoring Matrix
(Table includes ONLY ACTIVE Projects for the CP)

Project #	Result level	Project description	Indicator	Gender indicators	Means of Verification	Baseline 2020	Targets 2021-2026	Assumptions & Risks
	Impact 1	Contribute to improving the national and institutional IP framework for better governance through a more coherent, systematic/better integration of IP with relevant national development priorities, economic objectives, and critical linkages with relevant public policy areas	% of countries that reported positive changes from concerned IP stakeholders as a result of improvements in the national and institutional frameworks	Impact 5: Gender empowerment consistently promoted and mainstreamed across all projects to contribute to reducing the gender gap in the Region Indicator: % of Projects that contributed to reducing the gender gap and mainstreaming gender across its results frameworks.				
Project 1	Project 1	NIPS: National IP Strategies						
Project 1	Outcome 1.1	Increased awareness among relevant ministries, government agencies, and key stakeholder groups on the catalytic role of IP in promoting innovation and creativity	% of countries reporting positive behavioral changes among relevant ministries, government agencies, and key stakeholder groups as a result of NIPS	Gender-related commitments				

Status of CPs – by Country







Segment 3: Open Forum

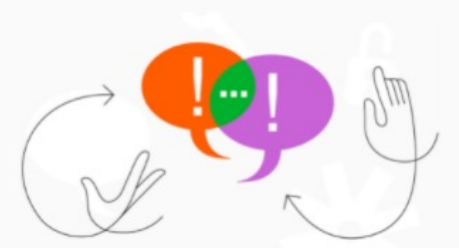
Feel free to share with us your thoughts, comments and questions

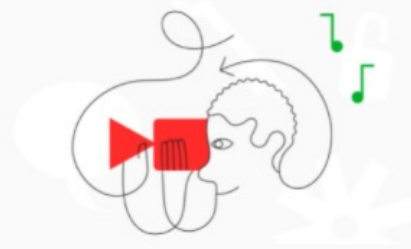
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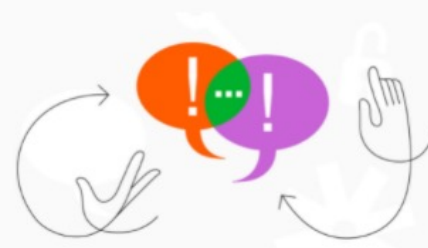
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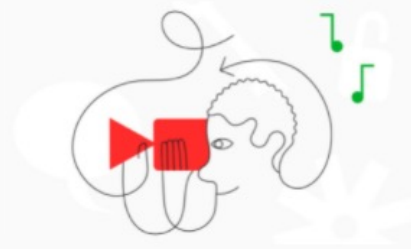




Health Break

We shall be taking a short 10-minute break. Please take a moment to refresh and we shall resume our eHIPOC shortly.



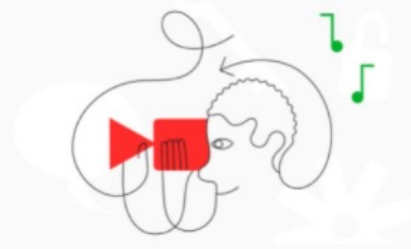


Health Break

We shall be taking a short 10-minute break. Please take a moment to refresh and we shall resume our eHIPOC shortly.

WE SHALL RE-START IN 5 MINUTES



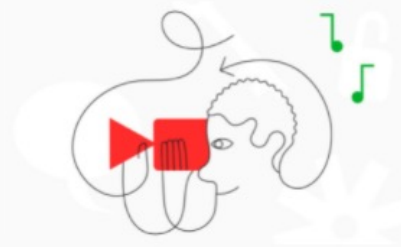


Health Break

We shall be taking a short 10-minute break. Please take a moment to refresh and we shall resume our eHIPOC shortly.

WE SHALL RE-START IN 1 MINUTE





Segment 4


Updates on Consultation with Selection Countries in the Region on Improving the Delivery of the Project on Development and Implementation of National IP Strategies and the Project on Resource and Management Diagnostic of IP Offices

Presenters:

Mr. Ye Min Than, Senior Program Officer, Division for Asia and the Pacific, Regional and National Development Sector, WIPO

Mr. Mathias Mulumba, External Consultant, France





Consultation with Selected Countries on National IP Strategies (NIPS) and Resource and Management Diagnostic of IP Offices (IPOD)

**27 April
2021**

Mr. Ye Min Than & Mr. Mathias Mulumba

Outline

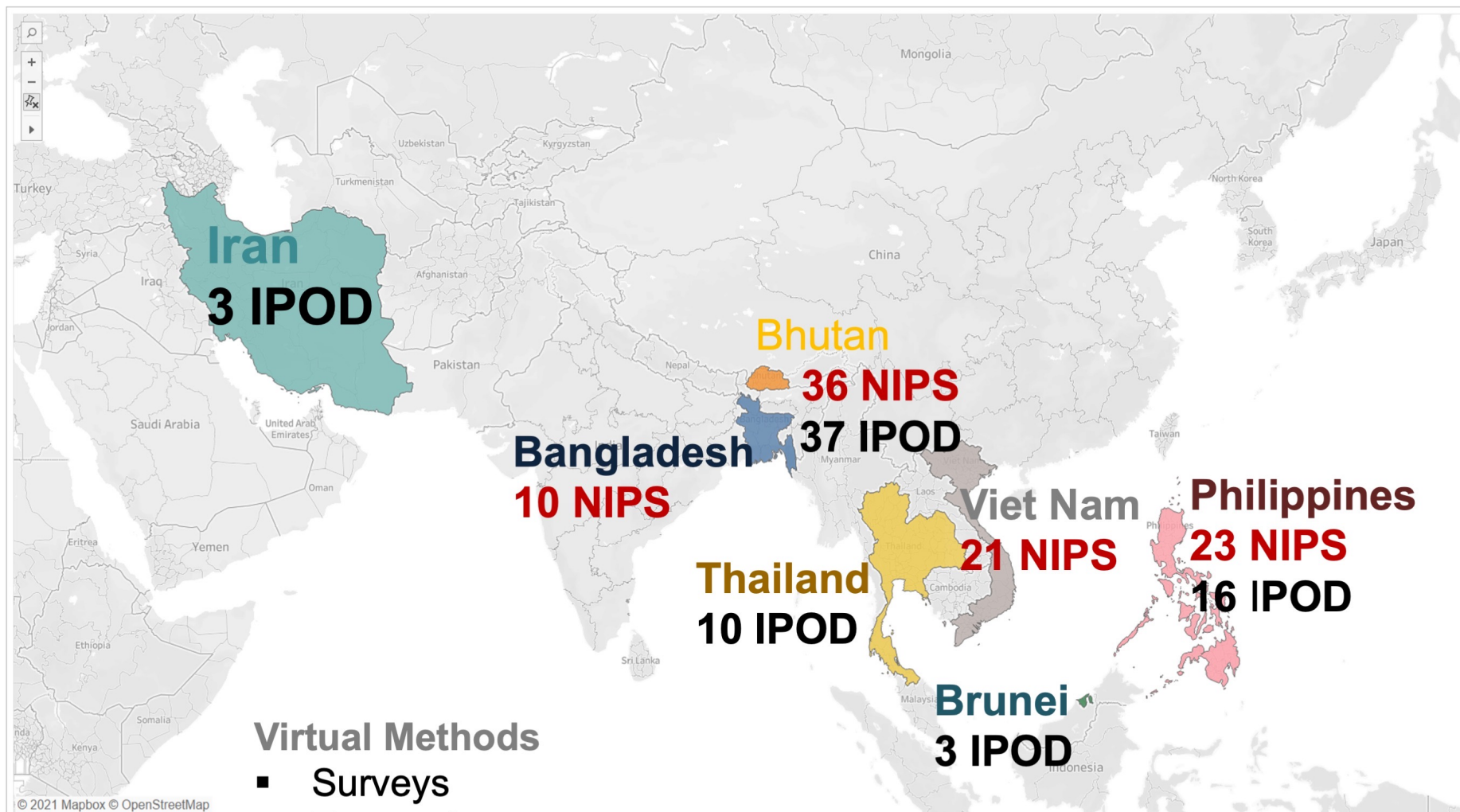
- **Objective**
- **Method and scope**
- **Findings NIPS**
- **Findings IPOD**
- **Recommendations and suggestions**

Objective of the Consultations

- **To improve the delivery strategy of technical cooperation activities**
 - **Relevancy and usefulness of the Division's projects (i.e. NIPS & IPOD)**
 - **Identifying and better understanding enabling or constraining factors**
 - **Recommendations and suggestions**

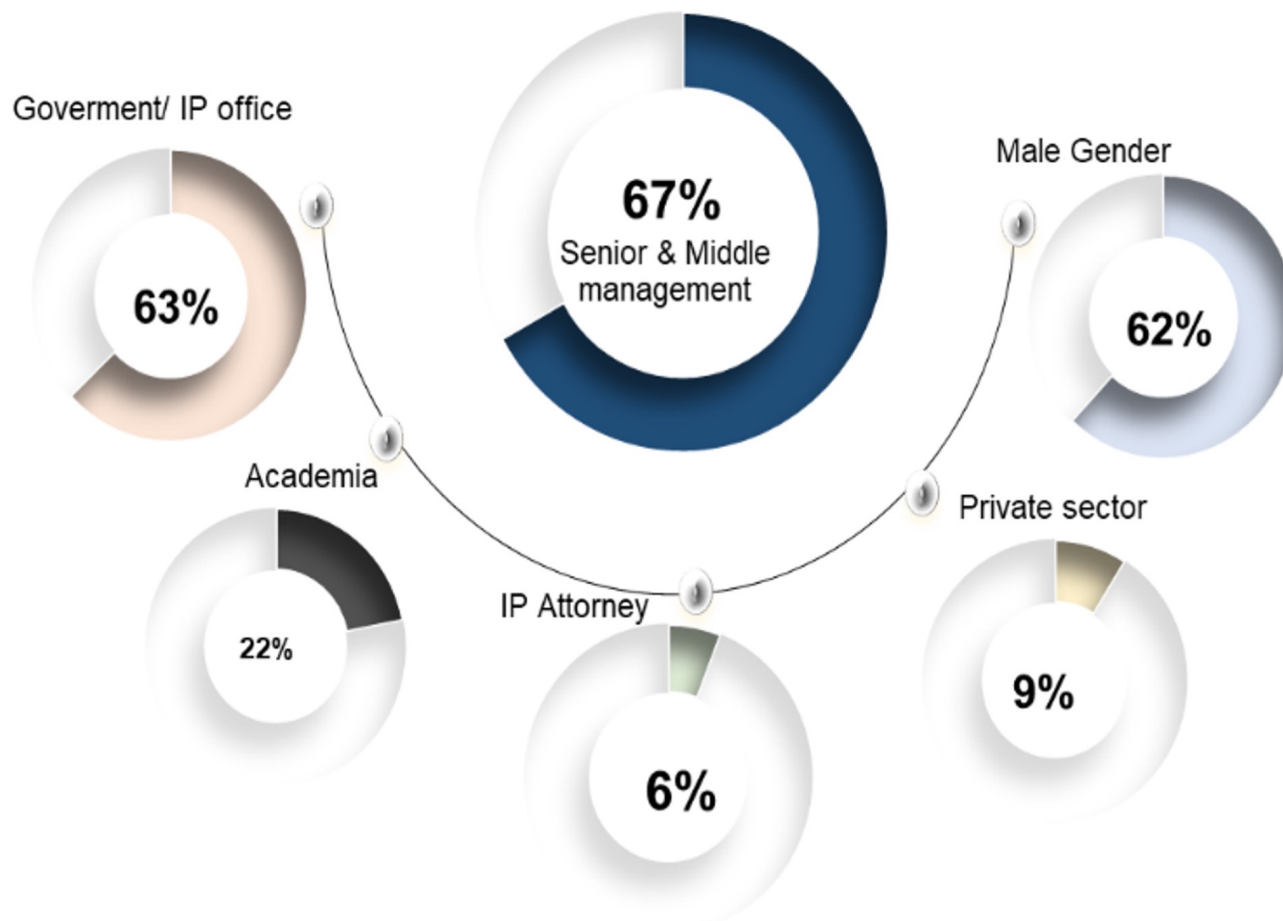


Methodology and Scope



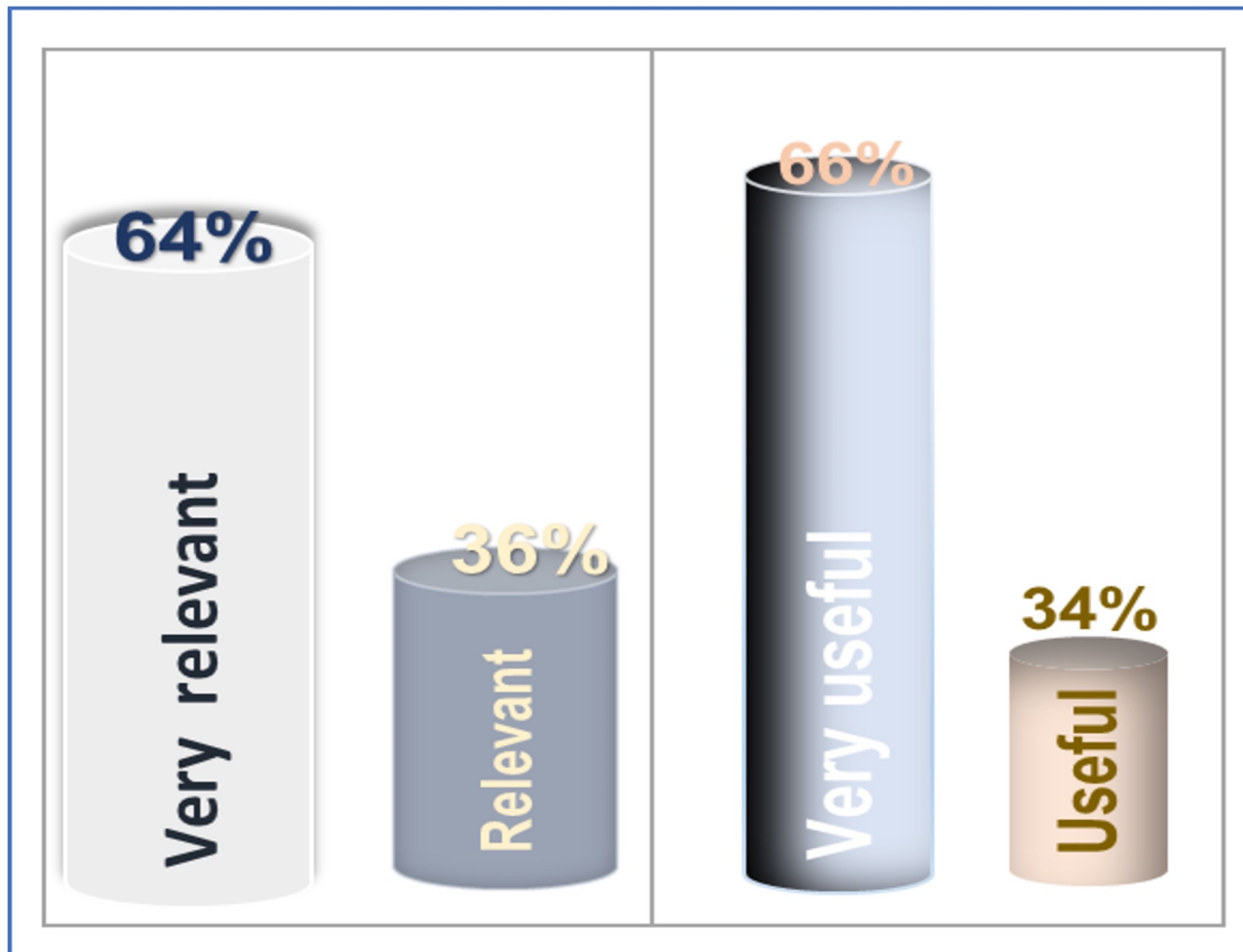
Findings on NIPS

Characteristics of NIPS respondents



Findings on NIPS (cont'd)

■ Relevancy and usefulness of the NIPS projects



NIPS initiatives are universally perceived as very useful and relevant

Findings on NIPS (cont'd)

■ Enabling factors: NIPS formulation process

Timeframe



55.9 %

(12-24months)



88.2%

Mixture of local
and international
experts



67.7%

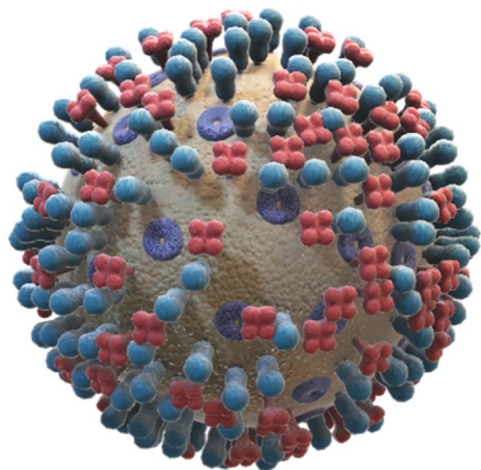
Participation of both
technical and political
leadership

Private sector also key!!

Difficulty in
developing the
landscape
report

More support
needs for NIPS
surveys and
drafting

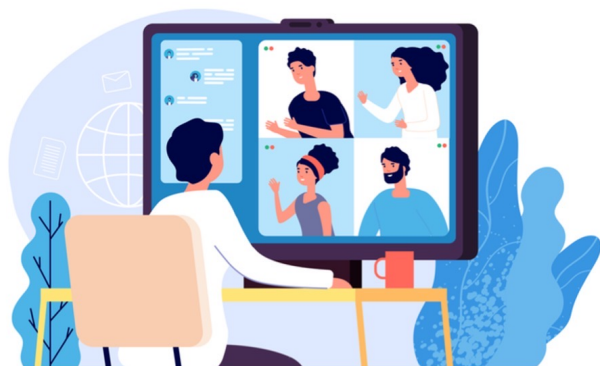
Findings on NIPS (cont'd)



> **Two-thirds** acknowledged the **disruption** by the **pandemic**



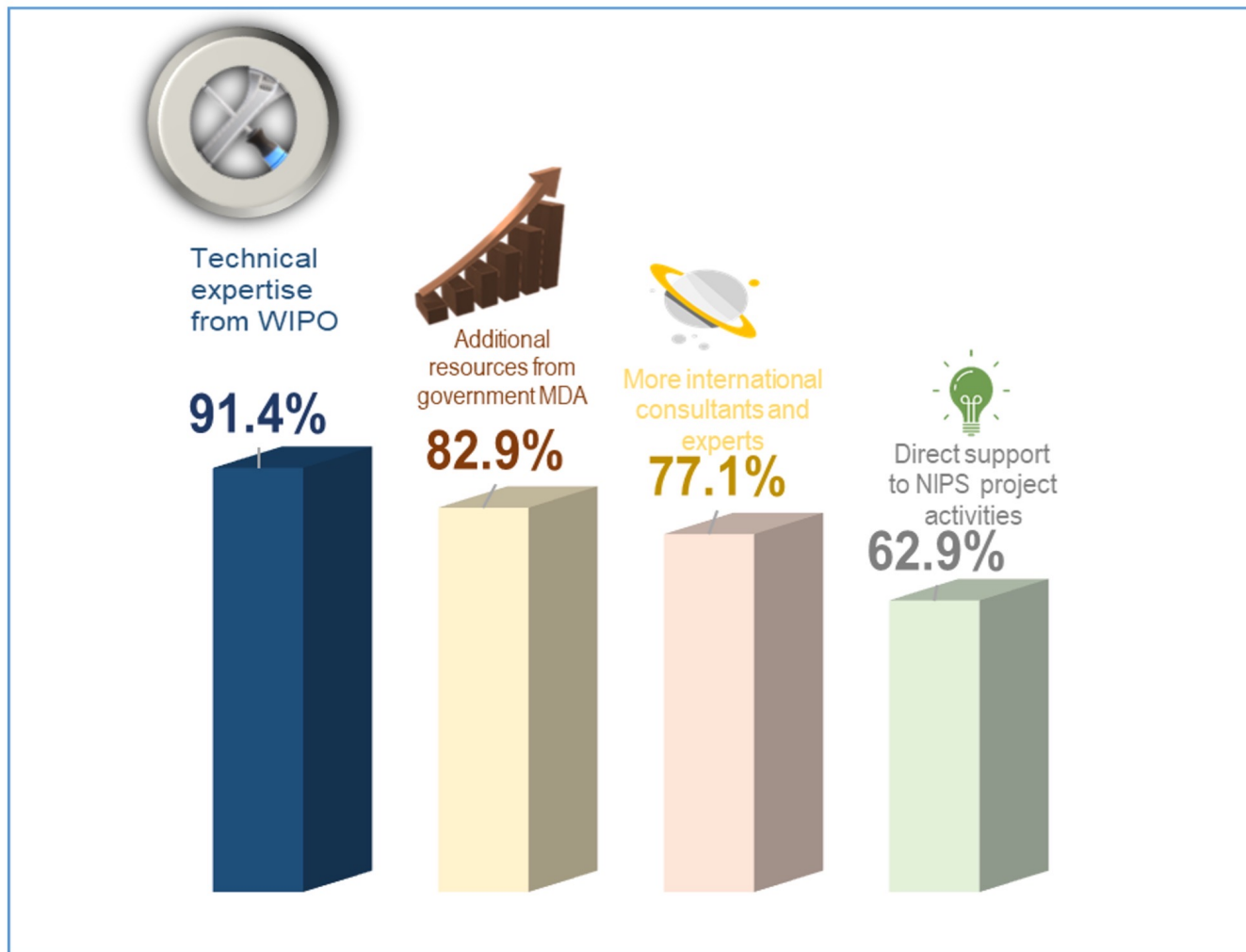
> Leveraging **digital technology** in the provision of IP services
Access to IPAS



> **Virtual collaboration:** hosting webinars, periodic video-conferences, VTA

Findings on NIPS (cont'd)

■ Enabling factors: NIPS Implementation

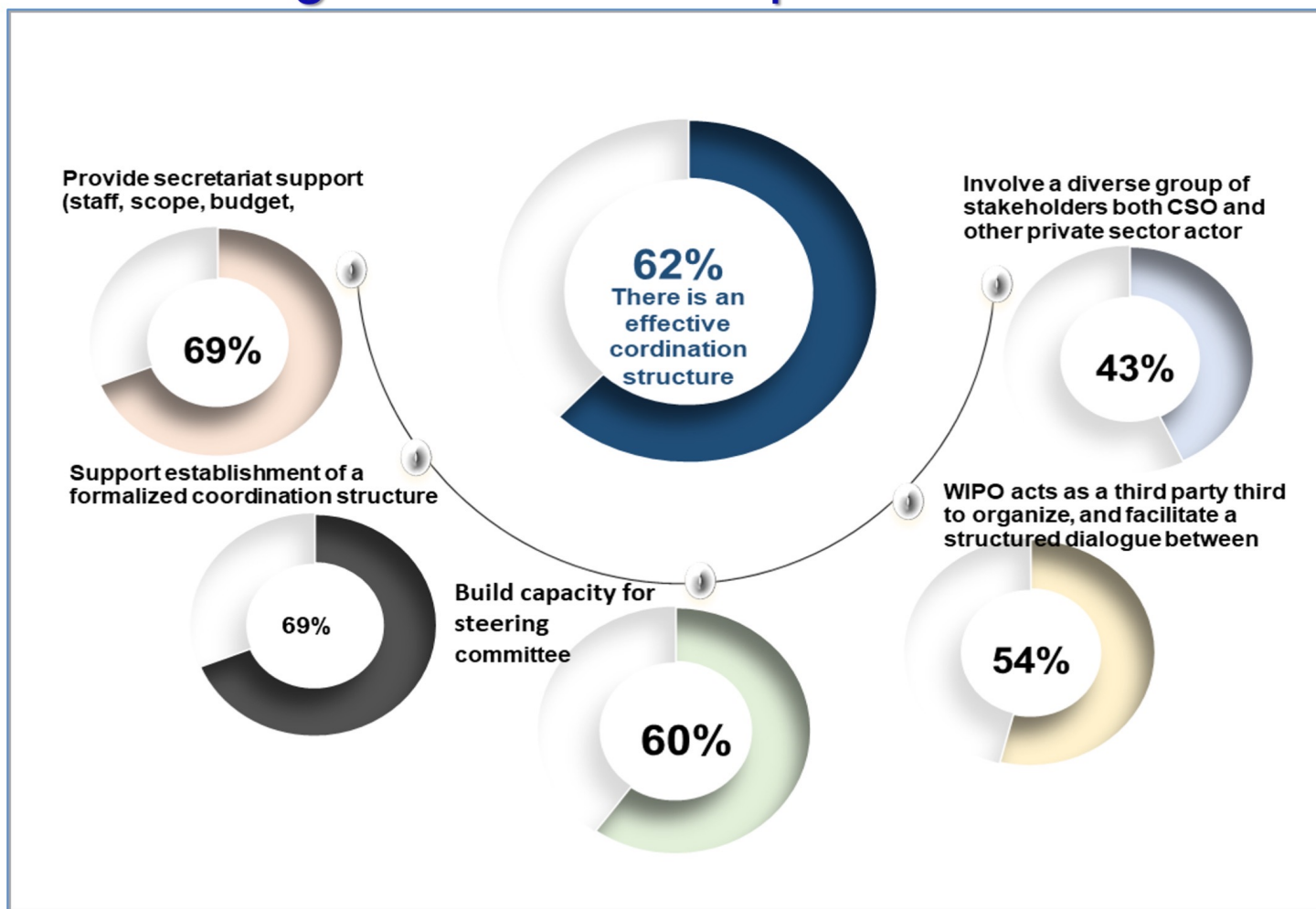


Lack of resources to implement NIPS

Targeted project support

Finding on NIPS (cont'd)

■ Enabling factors: NIPS Implementation

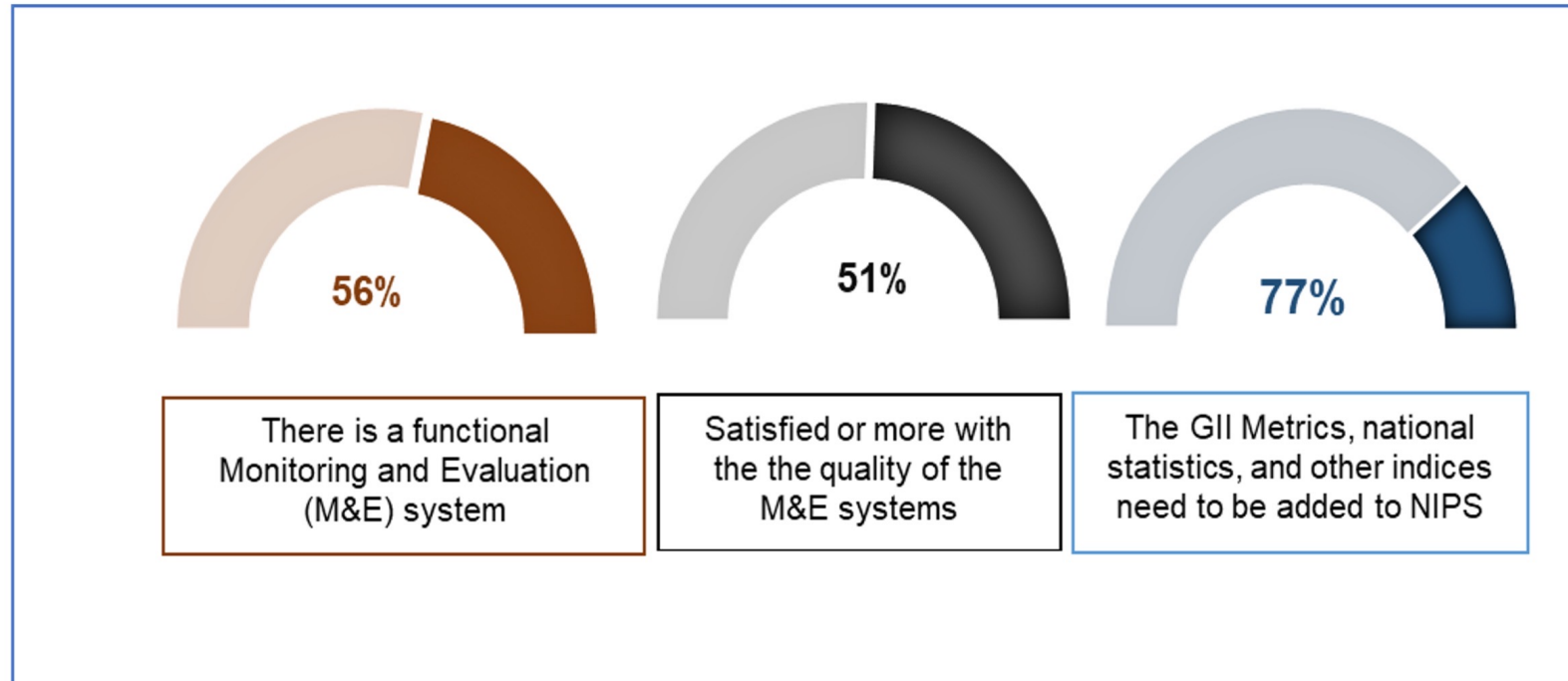


Coordination mechanism need to be enhancement

Limited awareness about IP

Findings on NIPS (cond'd)

■ Enabling factors: NIPS Implementation



NIPS M&E strategies are needed especially use of GII metrics.

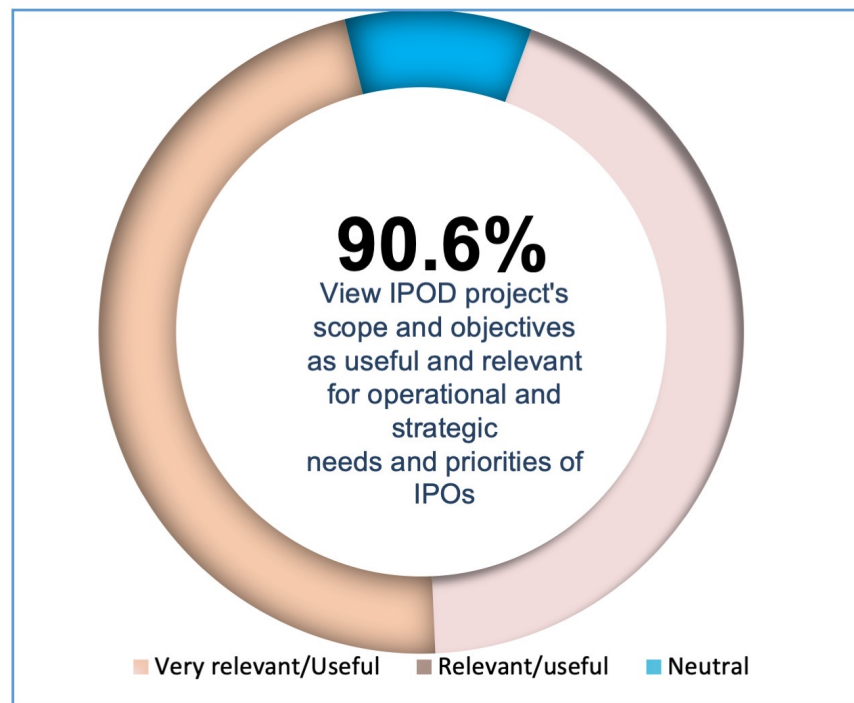
Recommendations: NIPS

- Need for more targeted project activities...focus on country plans
- Continued engagements and dialogues to generate buy-in into the strategy and commitment from decision-makers
- More time and resources should be allotted to the data gathering and research process, effective participation by all
- Strengthening of the M&E component of the NIPS implementation
- Prioritize accessibility and usage of IPAS full capabilities
- Continuation of the current online collaboration



Findings on IPOD

■ Relevancy of the IPOD process



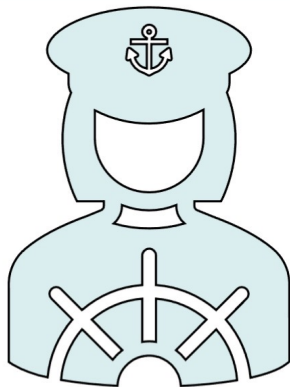
Findings on IPOD (cont'd)

■ Enabling factors

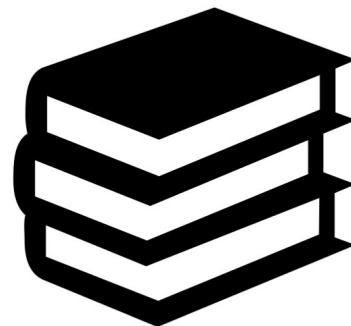


79%

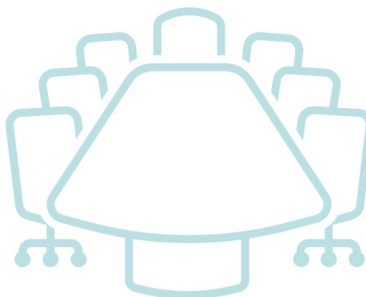
Trumpet support and driving forces



76% Designate a focal person(s) to coordinate IPOD work



76 % provide required information and data



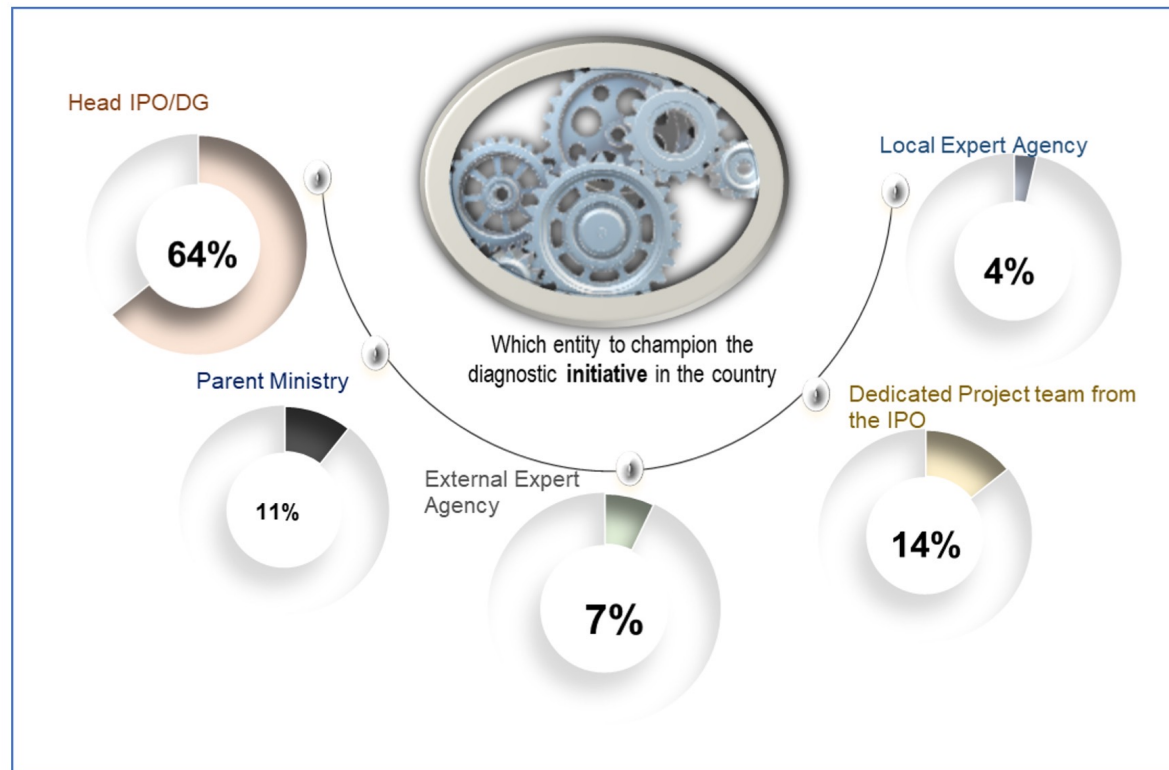
72 % Organize meetings for WIPO/experts and stakeholders

□ Continuous commitment of country offices/leadership is key

□ Changes in leadership and management structures affected implementation and usefulness

Findings on IPOD (cont'd)

- Top leadership of the IPO highly regarded to champion the diagnostic project



- Buy-in and coordination of key government authorities is very critical in the implementation of the diagnostic recommendations

Findings on IPOD (cont'd)

- Majority agree on the continuation of virtual IPOD activities as adaptation to COVID-19 pandemic



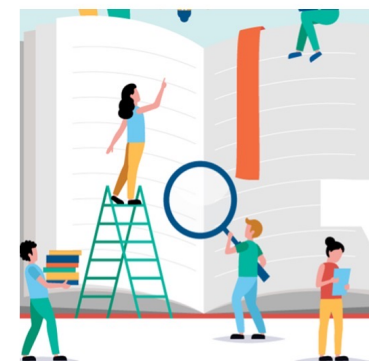
77 % virtual consultations appropriate, **conducive** and **effective**



77 % More inclusive: IP office staff, supervisory ministry, clientele, and end-users

73 % approval

for project-based approach to implement recommendations



69%

Adequate IPO staff participation and involvement in the diagnostics

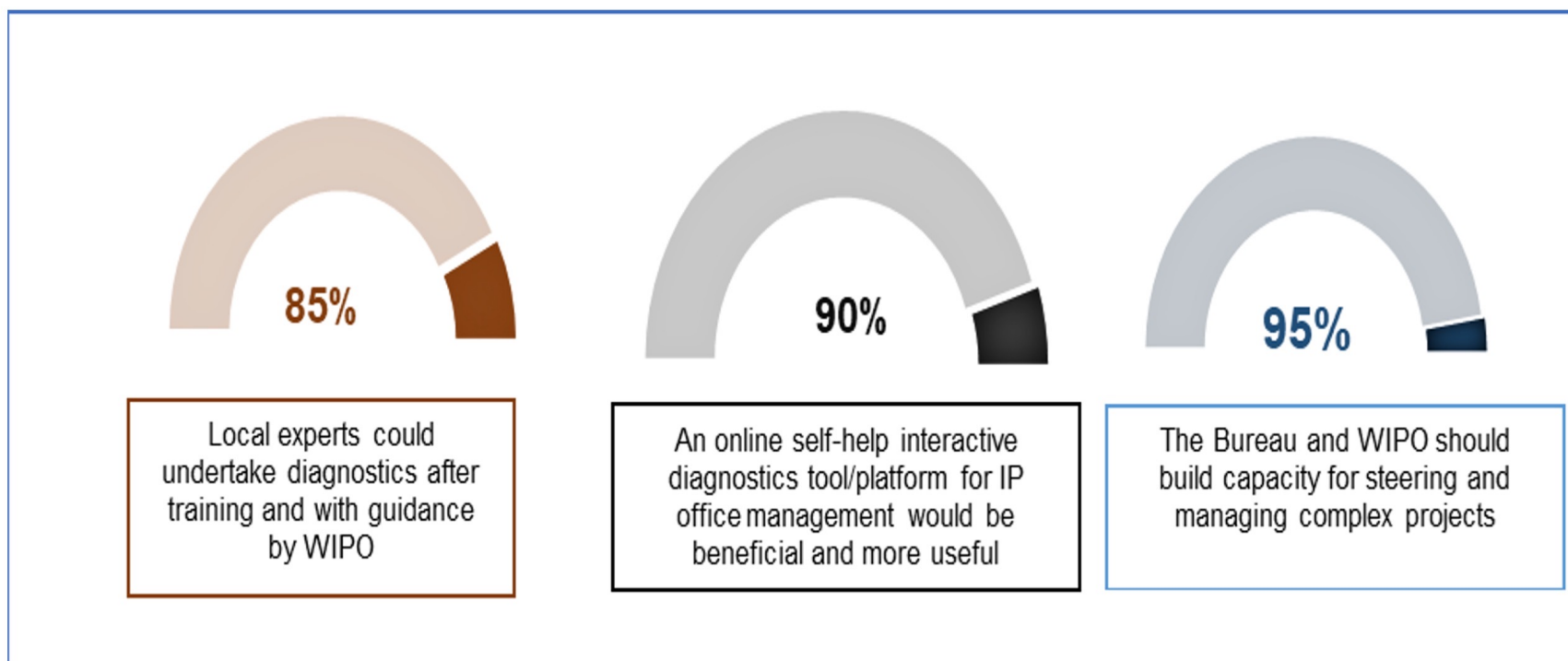
Findings on IPOD (cont'd)

- General lack of sufficient M&E mechanisms to assess implementation of IPOD



The Way Forward: IPOD

- Empowering local expertise, **online diagnostic tools** and **capacity building** to empower IPOs to undertake the IPOD independently

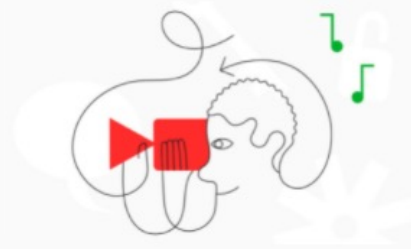


Recommendations: IPOD

- Continued engagements to push the implementation of recommendation and effective utilization of the IPOD reports
- Explore and facilitate cross-learning across countries that have gained experiences in undertaking and implementing a complete diagnostic process
- Strengthening of the M&E components of the IPOD implementation
- Continuation of the current online collaboration



***Thank you for your
kind attention***



Segment 4: Open Forum

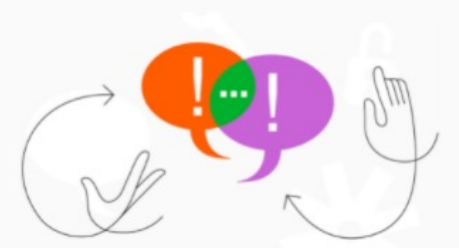
Feel free to share with us your thoughts, comments and questions

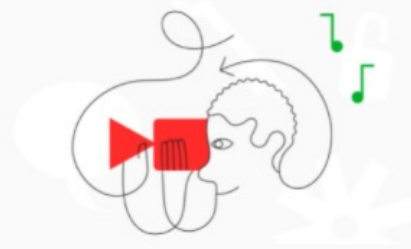
To do this:

Step 1 - log into www.menti.com;

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Segment 5

Updates on Enabling Innovation Environment Project for Brands and Designs: Using IP Assets to Capitalize on Country Identity and Branding

Presenters:

Mr. Mahmoud Esfahani Nejad, Counsellor, Division for Asia and the Pacific, Regional and National Development Sector, WIPO

Mr. Giulio Zanetti, External Consultant, France

Mr. Jacky Charbonneau, External Consultant, Switzerland



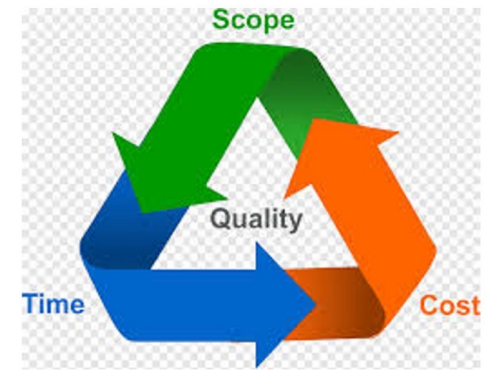


Updates on Enabling Innovation Environment Project for Brands and Designs: Using IP Assets to Capitalize on Country Identity and Branding

**Mahmoud ESFAHANI NEJAD
Counsellor
Division for Asia and the Pacific (WIPO)**

Project Scope

- Making strategies to help local stakeholders to develop and protect their brands/designs in order to increase business competitiveness and raising market demand;
- Adding value to products/services linked esp. to territory of origin;
- Developing appropriate IP tools and strategies in for local products with involvement/commitment of local stakeholders (i.e. the academia and private sectors, government and intergovernmental organizations)



Beneficiary Countries



Before Pandemic

- **Inception Phase;**
- **Organizational Phase;**
- **several conferences, interviews workshops and seminars.**



After Pandemic

- **Virtual training for Branding Bureaus members of beneficiary Countries;**
- **Introducing Self-help tool for Branding;**
- **Branding Strategy for products of OGOP Project in Bhutan;**
- **Virtual training on Branding Strategy for 5 SMES in Lao PDR;**
- **Designing of Logos for Branding Bureaus**
- **Branding Strategy for Samoa Nonu- fruit**



Ehsan Brand for IKRF and CM for INCC



Korean Intellectual
Property Office

It combines Iran's special knot method with
the letter 'e', it is a design that intuitively
represents a carpet brand with names.
Overall, it expresses a modern and luxurious
image.



HAKITA and Animations



Korean Intellectual
Property Office



Thank you

Any questions?

mahmoud.esfahaninejad@wipo.int





Korean Intellectual
Property Office



**Enabling Innovation
Environment
(EIE) Project
to Increase the
Competitiveness of
Businesses through
Brands and Designs**

Giulio C. Zanetti - Lead Consultant

PRELIMINARY RESULTS: Institutional setting

Branding Bureaus:

- Established : in BT, WS, LA, KH, IR
- To be finalized: in MG, BG
- To commence discussions: ID, AF, BN

INTER-AGENCY approach, work across silos

- IP Office (at the core) +
- other Govt entities in charge of SMEs, private sector development, market promotion, etc.

Enhanced capacity of BBs through the application of hands-on, practical and interactive adult learning methodologies based on learn-by-doing. (To be continued in 2021) +

Training on Sustainability Tools (see next slide)

PRELIMINARY RESULTS: Sustainability tools

Tool 1: Guided Interviews to Promote Use of Branding Tools

Tool 2: Frequently Asked Questions on branding

Tool 3: Training Manual to deliver capacity building on IP

Tool 4: Forms to collect data

Tool 5: Repertory of necessary competences for advisors of BBs

Tool 6: Online Interactive Self-Help Tool on branding

Tool 7: Promotional and instructional videos

Bhutan



Capacity Building + 1-to-1 coaching for SMEs





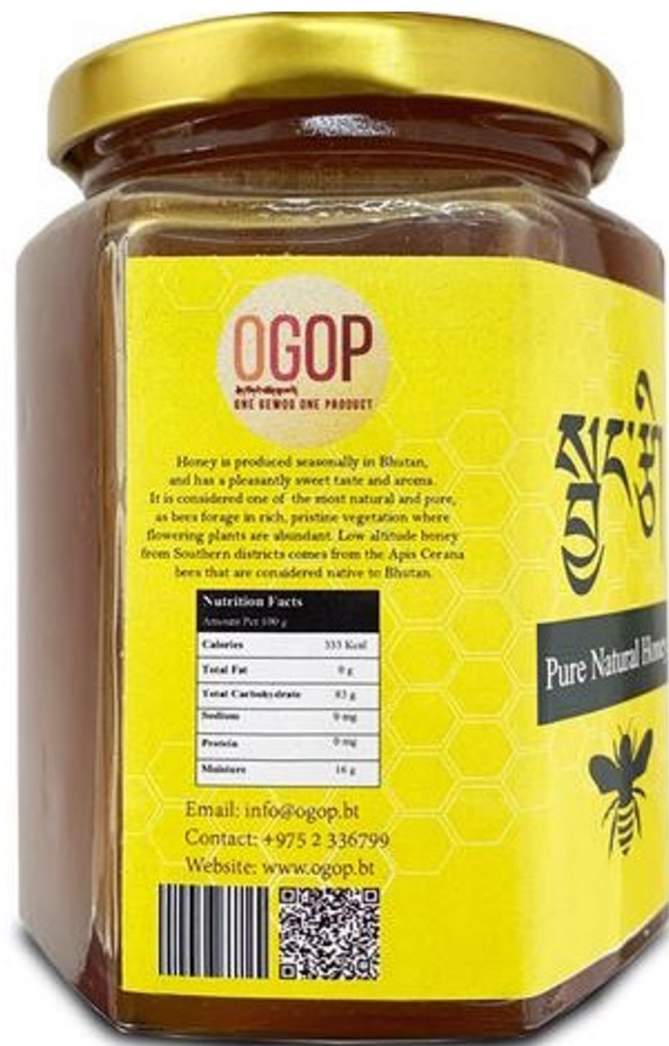
Multiple Brand Strategy

OGOP

ཞོད་ལོག་འེ་འཕྲོན་ལུངས་འེ།
ONE GEWOG ONE PRODUCT

*OGOP chose to continue with
the current Logo and also decided to adopt
Multiple Brand Strategy in times to come.*





Bhutan: New branding strategy for OGOP

Market analysis – competitor analysis

Customer persona + brand positioning

Identification of compet. advantages + Story-telling

Branding Core: mission statement, vision statement, unique value proposition, brand values

Visual Identity: logo, font, colours, packaging

Verbal identity: brand voice - messaging

Brand interactions – digital marketing

Lao PDR



Capacity building
+ 1-to-1 coaching for
Women Business
Association

Laos Women business Association

Women Business Association very vocal demanding support from ASPAC to enhance knowledge and skills on branding

- Training and capacity building for / with BB
- Large conference for all members
- One-to-one coaching / onsite visits (10 companies)
- Support for creation of branding strategies (including all main tools and visual identity) for 5 companies



Key elements of Branding Strategy for 5 pilot companies

For 5 pilot companies:

1. Brand Story
2. Brand Moodboard
3. Market Personality
4. Memorable Phrase
5. Brand Mark/Logo
6. Visual Brand Story
7. Refine Product Shape
8. Refine Packaging
9. Visual / Verbal identity

Key elements of Branding Strategy for 5 pilot companies



Key elements of Branding Strategy for 5 pilot companies





eHIPOC – ASPAC region

Asean, Saarc, Iran, Mongolia

Nurturing success with Brands and Designs

Branding **Noni fruits** from **Samoa**

Jacky Charbonneau

April 27, 2021

“SMEs are the engines, the unsung heroes of our economy. And yet for many of them, there is still a lack of knowledge about how IP can help them translate their ideas into products , and how IP can be a powerful tool for them to not just survive, but also compete and grow.”

WIPO Dir. General Daren Tang

Geneva, April 22, 2021 – World Intellectual Property Day



The purpose of Branding

- Connect
- Differentiate
- Add Value



In its purest form, 100 grams of Manuka honey can cost up to \$130 – more than 100 times the price of normal honey

<https://thenewdaily.com.au/new-zealand/2021/04/13/manuka-honey-trademark/>



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Samoa

Developing a new Brand Identity for Noni fruits



Enabling Innovation Environment for Strengthening Businesses
through Brands and Design (EIE-BD)

Background

- Noni fruits as “superfood”, a fast-growing high value market
- Samoan Nonis: high quality natural products & historical presence
- Growing competition
 - Market share erosion, commodity market

Objective: build the capacity of Samoan Branding Bureau to take on the IP Challenge with exporting SMEs

Foundation of the Opportunity



Create a new brand identity for Samoan noni fruits that will:

- Highlight and **differentiate** the distinct performance attributes of the Samoan product, with a view to
- Regain **market leadership** and capture significantly more **added value**.

Some of the questions up-front

■ Role of IP tools:

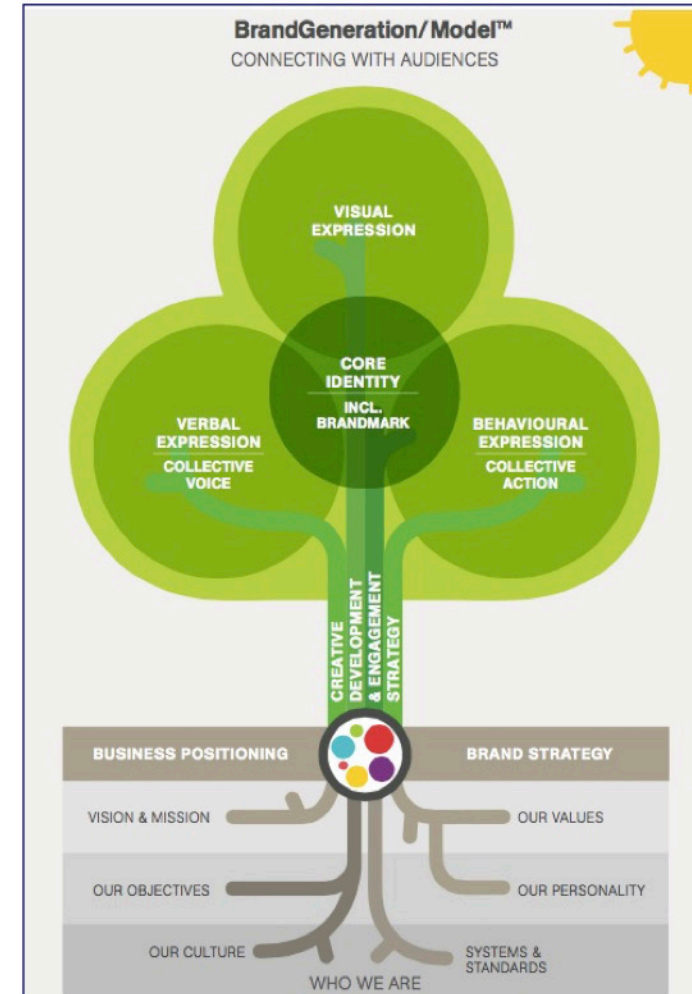
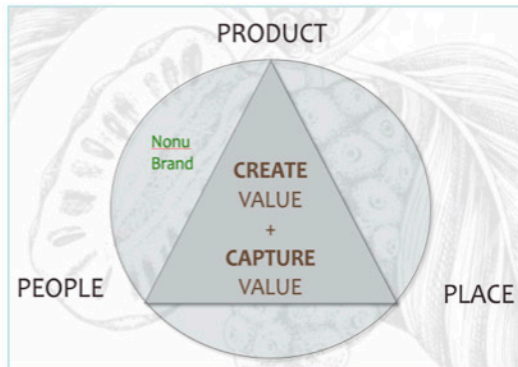
- **Protect** origin Samoa
- **Promote** the distinctive product attributes
- **Provide** significantly higher returns in country

■ The right IP strategy

- Collective Marks, GIs, AOs, ...
- Brand ownership, governance structure

Learning-by-doing process

- Simple, proven brand methodology and brand development process
- Two step process
 - Brand Fundamentals
 - Brand Execution



Phase I. Establish Brand foundation

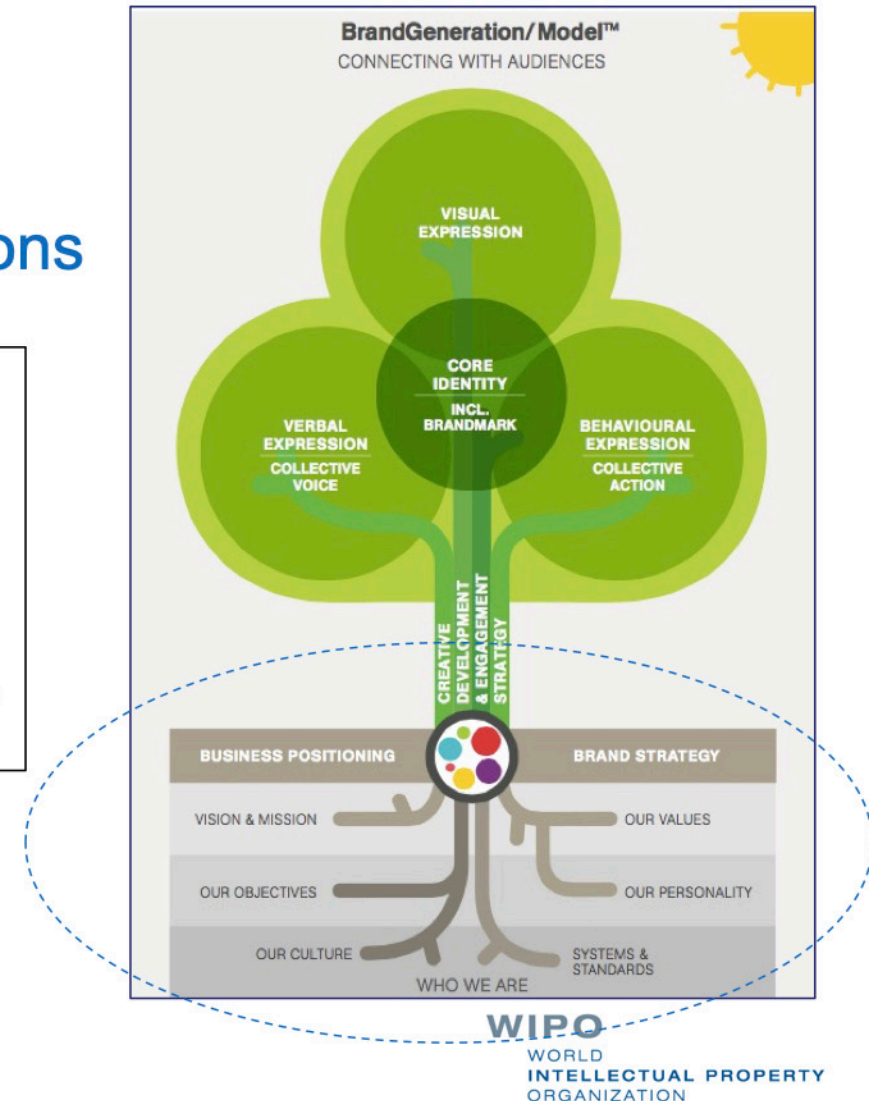
- Establish the “**root system**”
- 7 webinars incl. creative sessions

Vision

“Samoan Noni acknowledged as the authority and Samoa is a market leader”

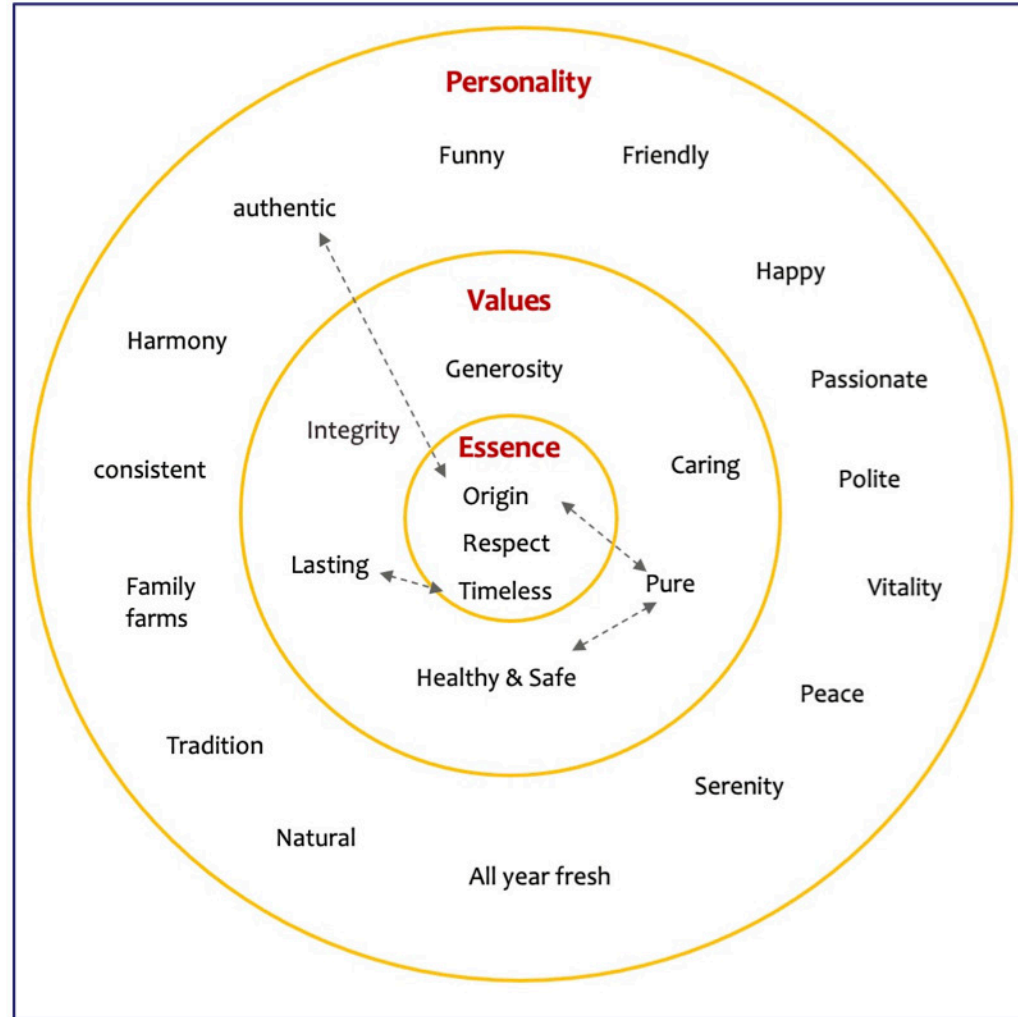
Mission

““To become the preferred choice for the world”



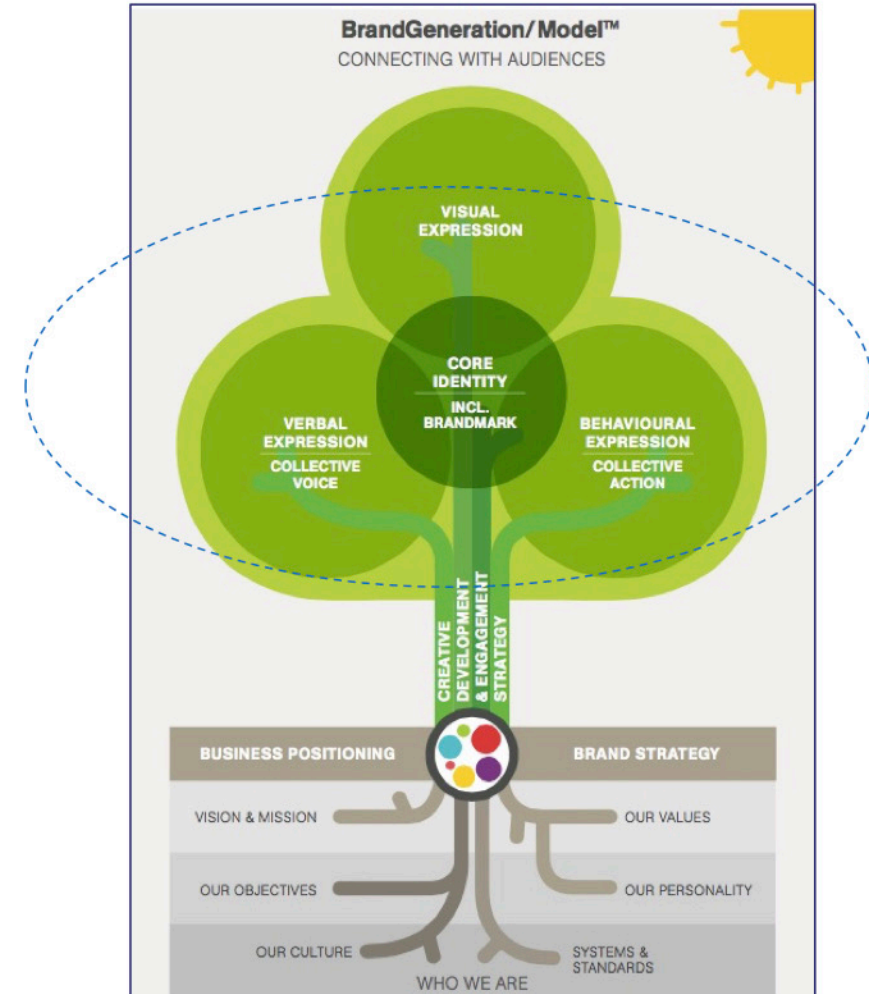
Distinctively different...

■ “Timeless Vitality”



Phase II – Brand execution

- Secure resources
- Development of Brand Book and related guidelines re. Brand Expression
 - Visual
 - Verbal
 - Behavioural
- Brand launch strategy and related execution plans
- Brand campaign development
- Official Brand launch



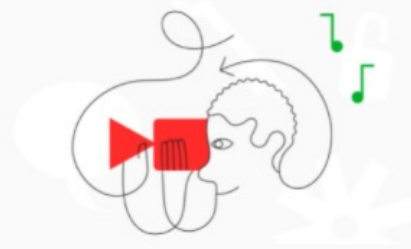
Conclusion

Results

- Samoan Noni fruits exporting industry has a distinct collective identity to regain leadership and capture significantly more added value;
- IP office is equipped with methodologies and tools to advise and counsel SMEs on branding strategy.

Outcome

- Samoan Noni fruit sector are able to maximise value extraction from this strategic crop for the country and its people.



Segment 5: Open Forum

Feel free to share with us your thoughts, comments and questions

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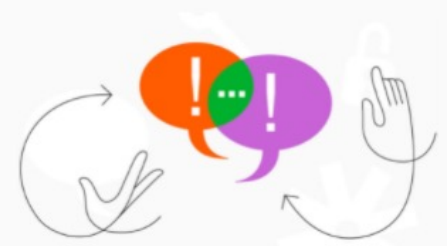
Segment 6

Updates on Enabling Innovation Environment Project for Technology and the Virtual Conference on Technology Scouting and Deployment

Presenters:

Mr. David Simmons, Counsellor, Division for Asia and the Pacific, Regional and National Development Sector, WIPO

Mr. Alfred Watkins, External Consultant, USA



Update on Enabling Innovation Environment Project for IP & Technology Support

A project to create an organized interconnected community of well-trained innovation actors to increase IP-based technology innovation in countries

**Virtual Meeting
27 April 2021**

Dr. David Simmons
Counsellor, WIPO Division for Asia and the Pacific
Regional & National Development Sector



The EIE IP & Technology project is largely supported by the Government of Japan, the Japan Patent Office (JPO) and the WIPO-Japan Funds in Trust Industrial Property Global (FIT Japan IP Global), including collaboration with other WIPO substantive sectors.



Project Background

What is the EIE IP & Technology Support Project?

The Project is about increasing capacity for Innovation Support

To help build the **IP components of the local innovation** ecosystem through university innovation & technology support offices (leveraging off WIPO's TISC network)

To develop expertise in IP-based **technology management** and commercialization in the academe, industry and government

To **strengthen linkages and create a networked community** of innovation actors in the country and region

Project Background

Who are the main project targets and related beneficiaries?

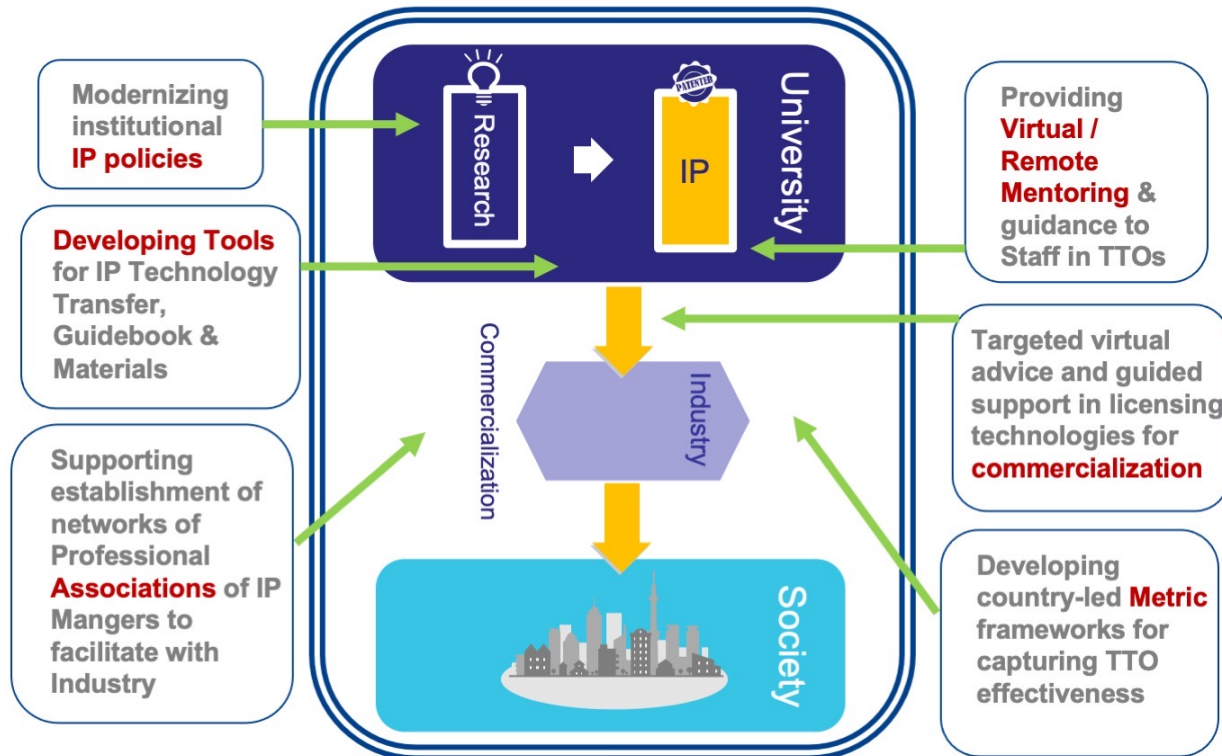


- 1 Primary Benefactors
- 2 Secondary Benefactors
- 3 Tertiary Benefactors

Project Background

What is the EIE IP & Technology focusing on and how are we doing it?

Key-Project Elements



We are helping Universities & Public Research Institutions to better...

...recognize what their IP is

...improve management of their IP

...commercialize their own IP

Project Updates

Virtual / Remote Mentoring of TTOs and Technologies

What is the Virtual / Remote Mentoring Program for TTOs and Technologies?

To support skills development and learning of the TTO technology managers from Spoke and R&D institutions, we commenced this direct assistance technology-based remote mentoring program in 2018. This has run over each year since and has continued into 2020 – 21.

Statistics on Mentoring Support across four project countries since 2018

	2018 - 19	2019 - 20	2020 - 21	Total
No. of Cases Supported	32	52	60	144
No. of TTOs Mentored*	27	29	39	99

**NB: Total number of TTOs mentored is the number of unique TTOs supported, given some TTOs have been supported across multiple mentoring rounds.*



Under this program, a pool of experienced IP commercialization experts work under confidence for approximately 6-months to deliver remote guidance and virtual support to TTO professionals on a specific case-by-case basis for patentability assessment and technology commercialization potential.

Our most recent 2020/21 Remote Mentoring program recently came to an end in March 2021. Through this, and even during COVID, we have been able to virtually support around 40 TTOs & research institutions. Despite the challenges, we're starting to see some TTOs transition from "IP managers" to "IP marketers"

Project Updates

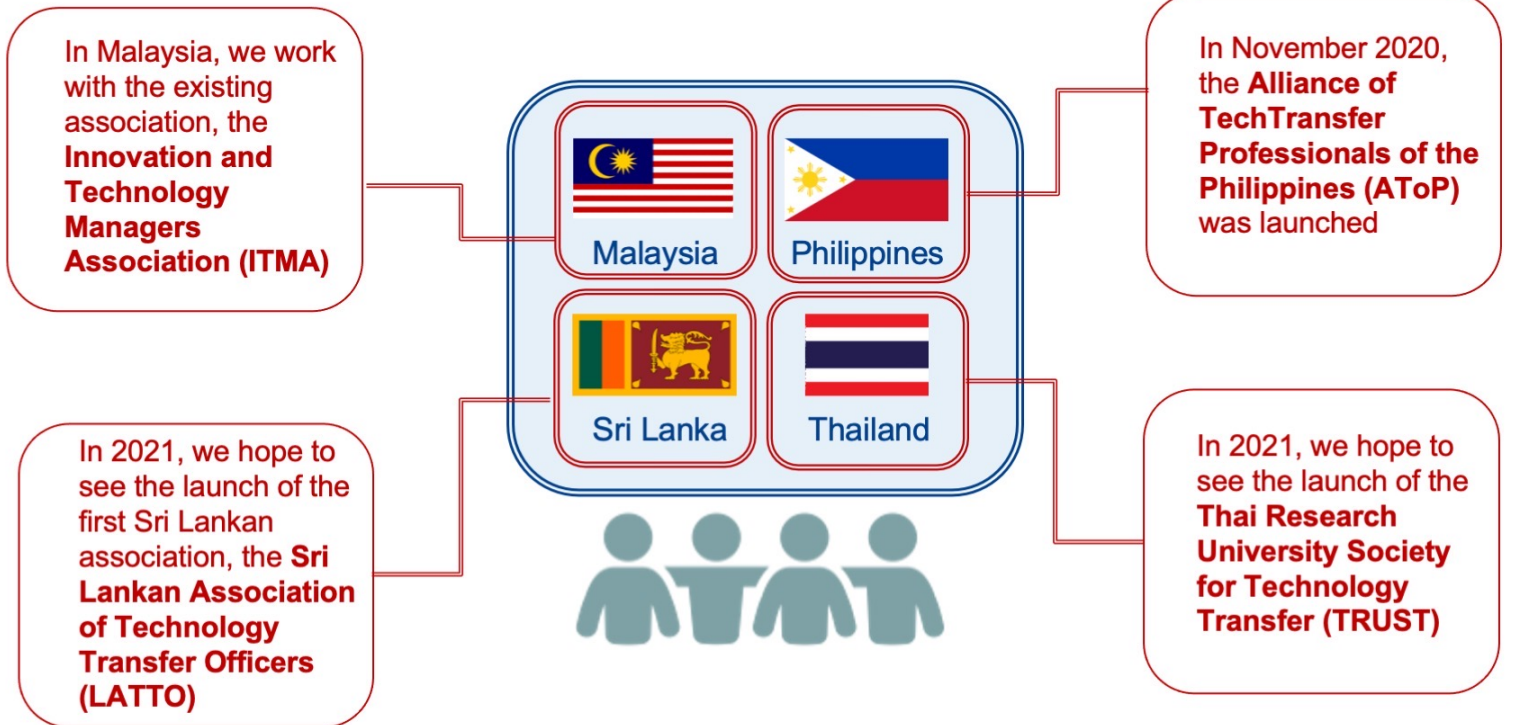
Development & Support to Creating a Community of TTO Professionals

Supporting Establishment of Technology Transfer Associations

Since commencing in 2019, the project has helped to foster domestic interest with participating individuals from the TTOs in the project to help create a national level communities of professionals.

We support interested individuals from each country who are keen to support the development of the profession of Technology Transfer at a community level. We provide in-country support network to assist in growing the community of individuals

In 2020, work continued in providing support to individuals motivated to help create and support the development of the association in each country.



EIE IP & Technology Implementation in 2021 – 22

The Project focus across 2020 – 21

Continue & Increase Support for mentor-based assistance using invention disclosures originating from the participant university's own research & IP-management area (**Virtual / Remote Mentoring**)

Continue Focused attention on IP-based technology marketing & expert assistance (**Commercialization Assistance**)

Continue Assessment & benchmarking of the 'health' of Technology Transfer Officers (TTOs) in participant countries through metric assessments (**Metrics Project**)

Continue Building the professional network of IP-based technology managers (**Associations Project**)

Commence Development of country focused training resources & materials for TTO development based on WIPO's existing IP Toolkit & Institutional IP Policy guidelines (**TTO Guidebook**)



Enabling Innovation Environment (EIE) IP & Technology Support Team



ASPAC Director:

Mr. Andrew Ong

Project Manager:

Dr. David Simmons

Project Team:

Mr. Fumio Ishitsuka

Mr. Makoto Nakanishi

Secretary:

Ms. Chikako Miyazaki

Project Benefactors:

The Japan Patent Office (JPO); and
The Government of Japan via the the
WIPO-Japan Funds in Trust Industrial
Property Global (FIT Japan IP Global)

Technology Scouting and Deployment

Alfred Watkins
Global Solutions Summit

WIPO eHIPOC ASIM Meeting
April 27, 2021



Critical
Development
Issues for the
Asia Pacific
Region

**Developing smarter, more
productive factories, farms, and
service sector companies**

**Promoting inclusive, affordable
access to potable water, off grid,
renewable energy, internet
connectivity, and food security**

Boosting income and creating jobs

Climate change

Pandemic, public health

Why Technology Scouting?

- **Most R&D occurs outside your country**
- **Technological solutions to many challenges already exist and are being used elsewhere**
- **New technological solutions are being developed at a rapid pace around the world**

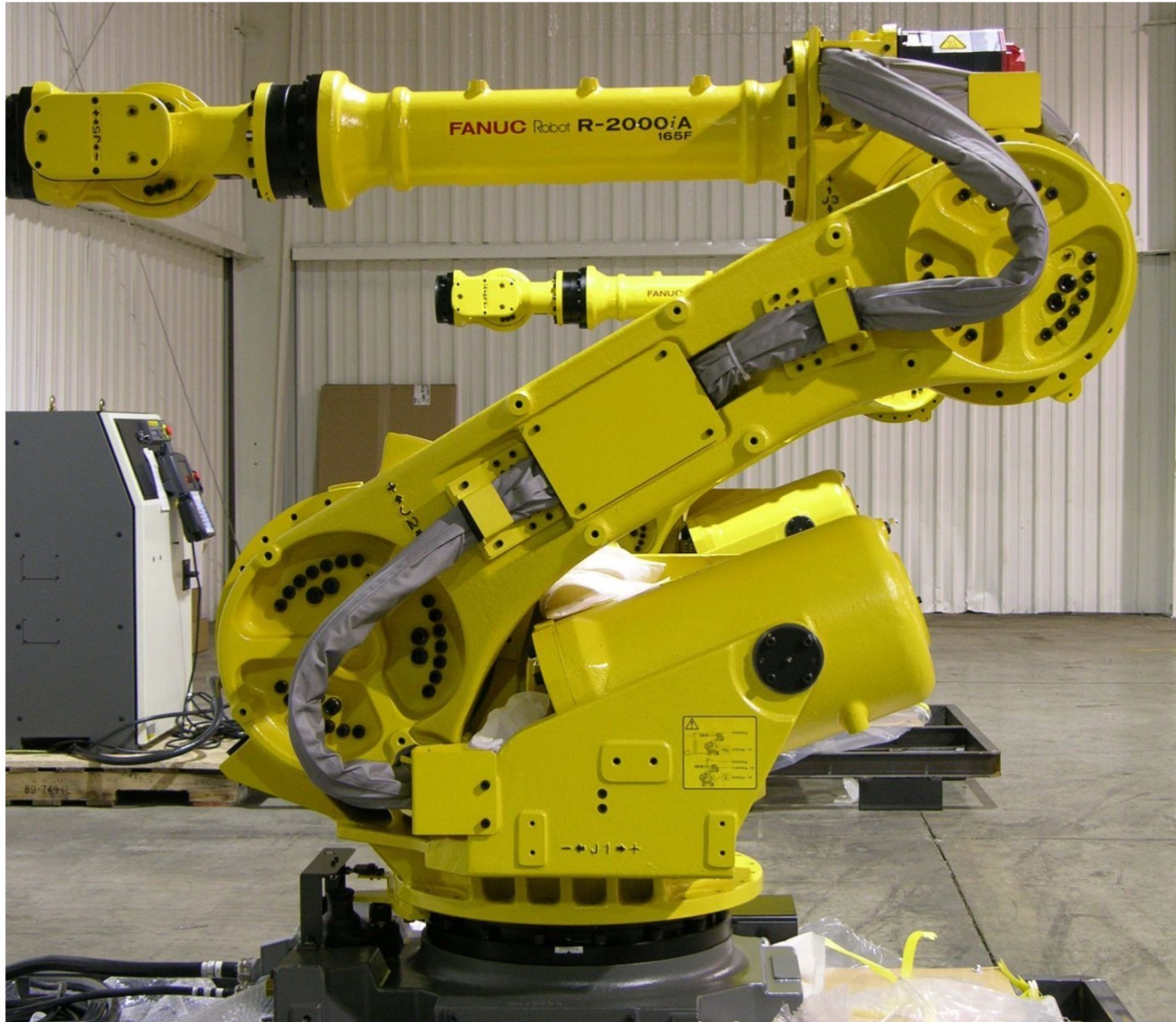
Technology scouting helps you:

- **Determine what is available; which is best**
 - **Catch up, exploit latecomer advantage**
- 

The Deployment Challenge

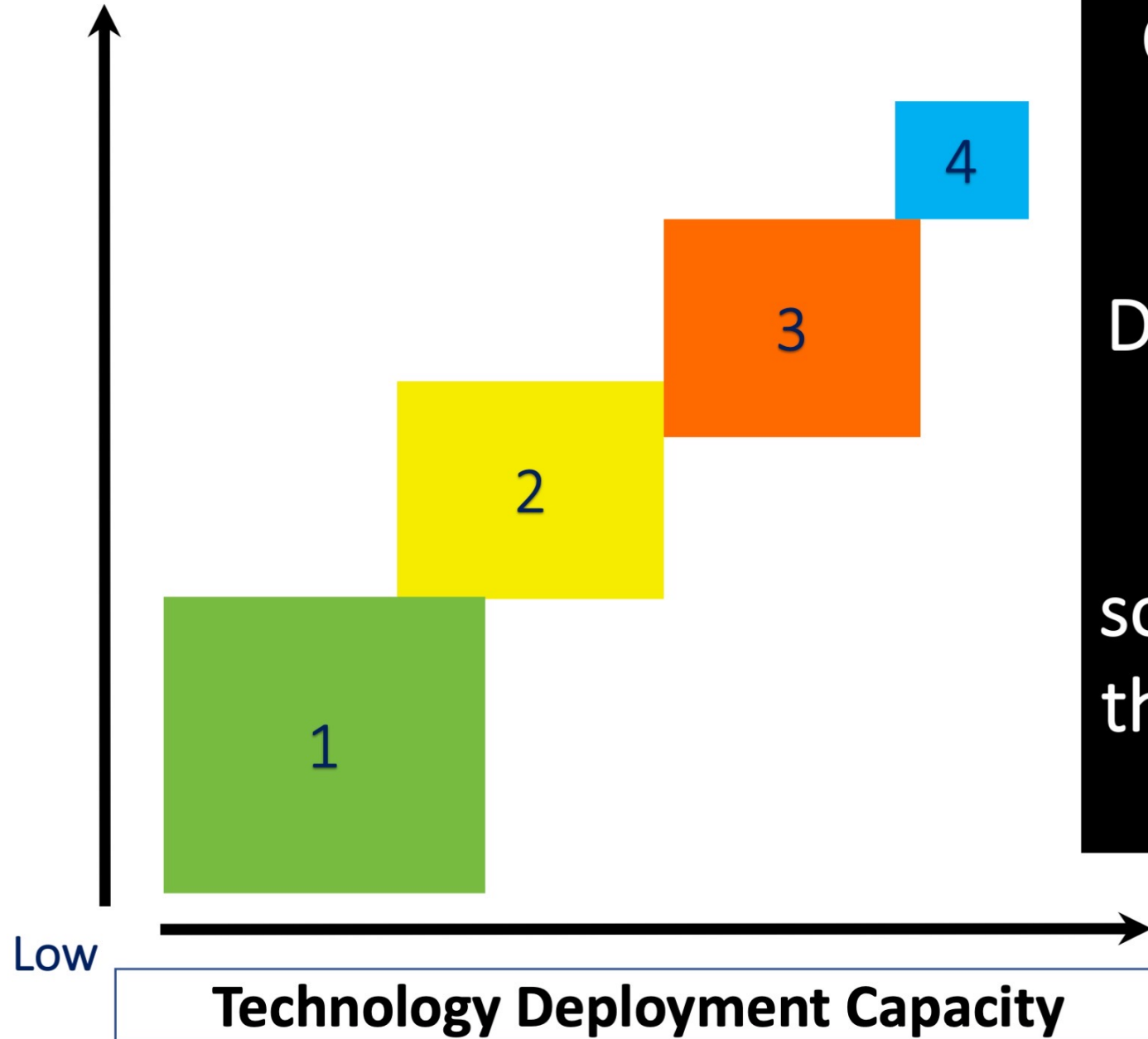
After you identify a useful solution, how do you use it to solve problems?





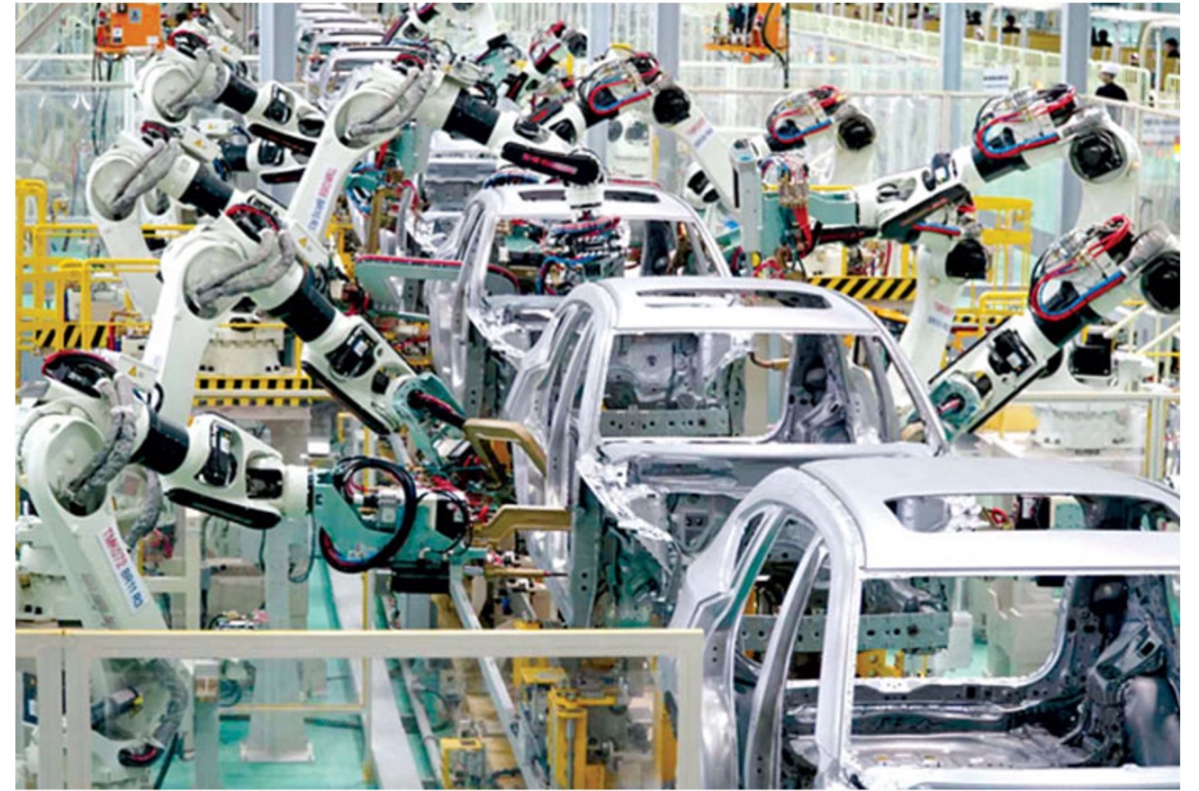
“Anyone can buy a sophisticated machine. Not everyone can use it to produce a globally competitive product.”

Technology ID Capacity



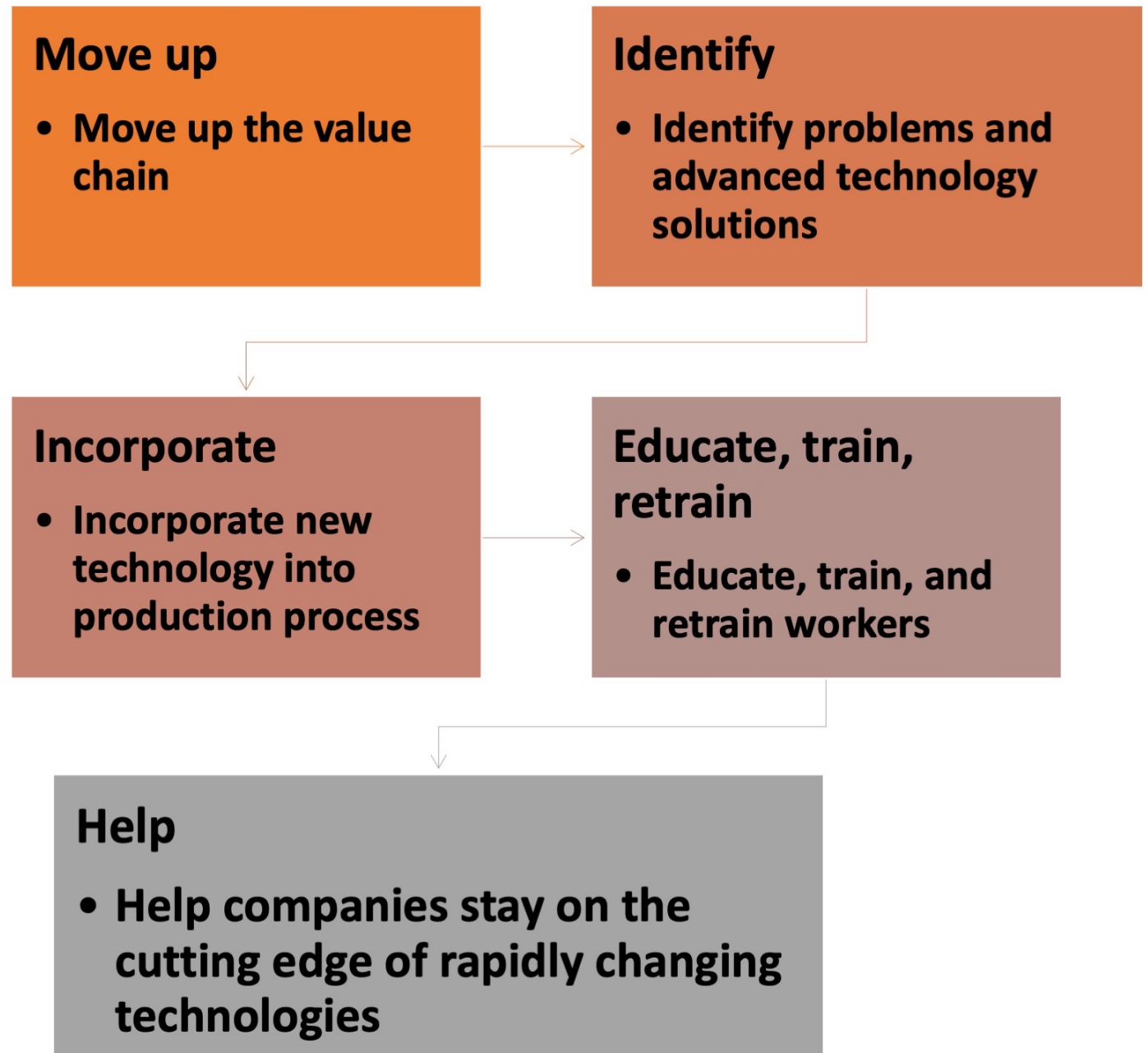
Company Innovation Categories

Do local firms have the capacity to identify weaknesses, deploy solutions, and move up the technology ladder?



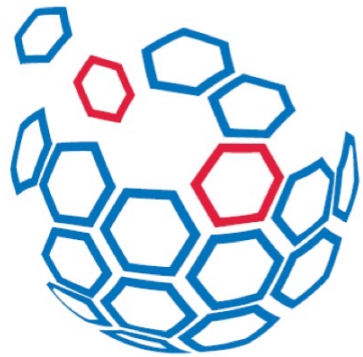
Can non-smart second or third tier suppliers coexist in the same value chain with smart factories?

Technology
Scouting,
Deployment,
and Supplier
Development
programs can
help countries
and companies:



Tip of the Iceberg





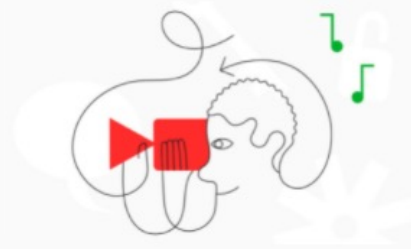
**GLOBAL
SOLUTIONS
SUMMIT**

THANK YOU!!

Alfred Watkins

[Global Solutions Summit](#)

alfred.watkins07@gmail.com



Segment 6: Open Forum

Feel free to share with us your thoughts, comments and questions

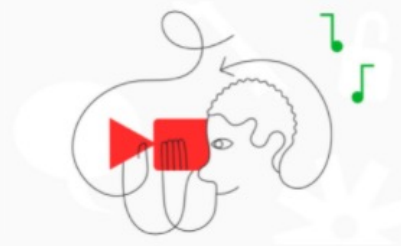
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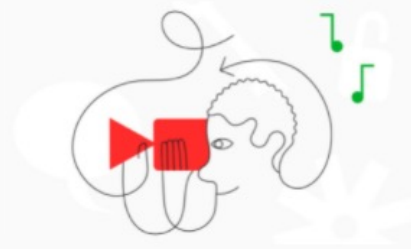


Synthesis of Day 1

Presenter:

Mr. Andrew Michael Ong, Director, Division for Asia and the Pacific, Regional and National Development Sector, WIPO





IP Office Management Master Class 1: Financial Management of Intellectual Property (IP) Offices: Key Challenges and Main issues Related to Filing Projection & Financial Forecasting

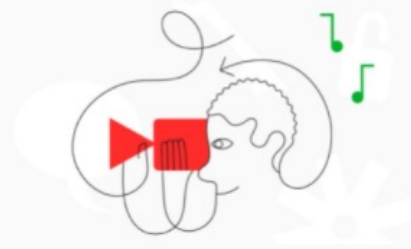
Wednesday April 28: eHIPOC Day 2

<https://www.gotomeet.me/AndrewMichaelOng/ehipoc-for-asean-saarc-iran-and-mongolia-day2>

Please note that the Day 2 weblink is a different link to today.

We shall start at the same time as today's webinar





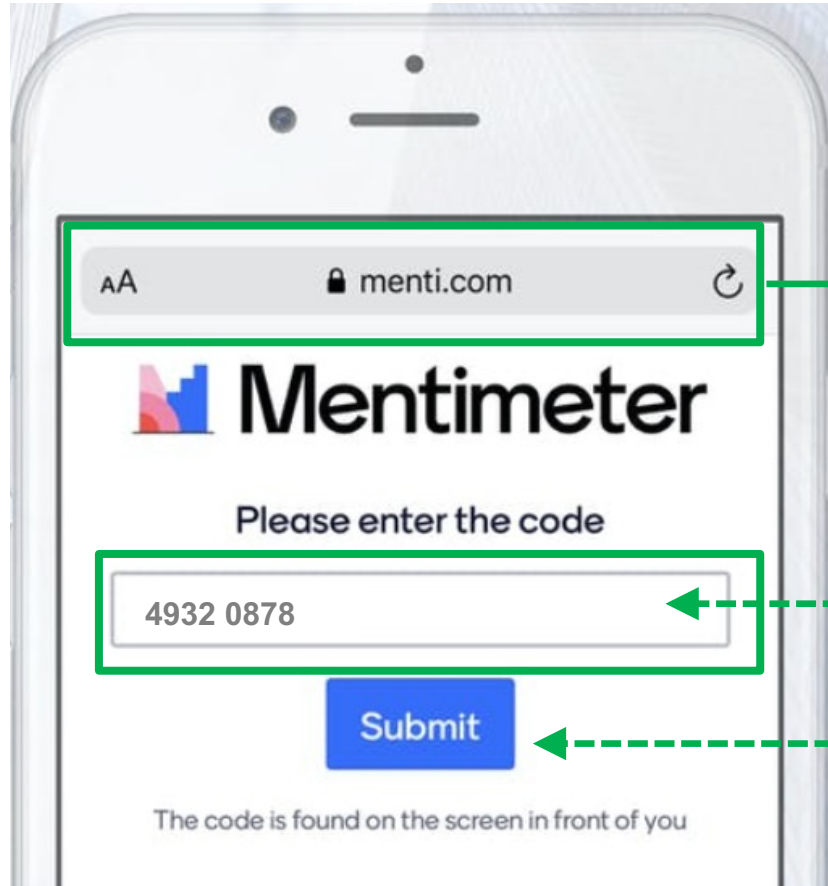
Thank you for joining us today!

**We look forward to seeing you tomorrow
for Day 2 of our eHIPOC**



Online Forum Sessions

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www.menti.com

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Step 3: Press **Submit**