Regional High-Level Summit for University Presidents & Senior Policy Makers on Creating Enabling Innovation Environment (EIE) for Intellectual Property & Technology
About the WJO

- Established Sept. 1, 2006
- Located in Tokyo
- Personnel Resources (7)

Photo: WJO

Photo: WJO
Strategic Focus of the WJO 2018

1. Promotion of **WIPO’s Global IP Services and Databases**

2. **Capacity building** for developing countries

3. Promotion of WIPO initiatives: **WIPO Re:Search**

4. **Communication to a broad public** about IP and WIPO’s role

Photo: WJO

Photo: Kao Corporation

Photo: Ministry of Economy, Trade, and Industry
1. Promotion of WIPO’s Global IP Services

- In 2018, increased Madrid applications from Japan by 22.8%, designs filed with Hague system by 47.0% and PCT applications by 3.1%

- In the past 12 months, WJO staff presented on at over 59 venues all over Japan to 5,865 participants
- Visited 69 Madrid and 58 Hague (current and potential) users
- Updated users by quarterly newsletters and information published in a popular journal on IP ("Hatsumei" Journal)
2. Capacity Building for Developing Countries

- In 2018, organized 4 regional workshops, inviting over 60 government officials and private sector stakeholders from various developing countries.

- Hosted 3 short-term trainees for two week fellowships with local IP firms.

- **IP Advantage Initiative**
  - Added new and updated existing case studies in the IP Advantage database.
  - Developed 5 video clips in cooperation with the WIPO Brazil Office (WBO).

Photo: Gotaro Dekura

Photo: WJO

Screenshot of a video clip
3. Promotion of WIPO initiatives: WIPO Re:Search

- **Promotion of WIPO Re:Search**
  - Held *meetings with 8 Japanese pharmaceutical companies* and the Director of the WIPO Global Challenges Division
  - Organized a *seminar on WIPO Re:Search* in cooperation with JPMA
  - **Set up WJO booth** at the event, “BioJapan”
  - **Translated** WIPO Re:Search publications into Japanese

![BioJapan (Oct 2018)](image1)

![WIPO Re:Search Five Year Strategic Plan (Japanese)](image2)

![WIPO Re:Search Annual Report 2018](image3)
4. Communication to a broad public about IP and WIPO’s role

- Translated major WIPO publications, including “DG’s Report to the Assemblies 2018,” into Japanese for dissemination
- Frequently updated the WJO webpage in English and Japanese
- Sent quarterly newsletters to over 300 subscribers
- Set up WJO booths at relevant events and exhibitions
- Organized meetings with Japanese stakeholders for the Director General and other high-level colleagues from HQ
4. Communication to a broad public (cont’d)

- Organized a **World IP Day** event in Tokyo, inviting as speakers:
  - Mr. Nagao, **Paralympic Athlete**, 1988-2008 & 2016, **Japan**
  - Mr. Igarashi, **Director of Tokyo 2020 Olympics Committee**; and
  - Mr. Fujiwara, **Head** of Sports Business Development, **Fujitsu**
Going Forward

- **Increase the number of applications** from Japan to the Madrid and Hague Systems

- Develop **new Capacity Building projects** under J-FIT

- Further **promotion of WIPO GREEN** in Japan
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2. Capacity Building for Developing Countries (cont’d)

IP Advantage Initiative

www.wipo.int/ipadvantage

IP Advantage database

Short video clips

Honmono (manga)
“Genuine Goods”

IP Successes in the ASEAN Region
Thank you for your time.

WJO Flickr Album:

Japan Office
www.wipo.int/japan