Role of IP Offices in Promoting Innovation, Business Competitiveness Economic and Growth

*Topic 2: The Critical Role of IP Policies in Modern Economies*

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Tokyo, Japan
February 2 and 3, 2012
Agenda

- Intellectual property and development
- What is a national IP strategy (NIPS)?
- Setting the goals and objectives of a NIPS
IP and development

- IP is a set of policy instruments used by governments to achieve social and economic development objectives

- Trade negotiations in late 1980’s – early 90’s brought IP to center stage

- The 1994 WTO/TRIPS Agreement set out members’ IP compliance requirements
• IP empowers innovators, researchers, scientists, artists, musicians and other creators in their respective fields of work in the broader public interest.

• A national intellectual property system should not be viewed as an end in itself but instead as a means for achieving a greater goal: a better quality of life for citizens.
• IP is cross-cutting and can best support national developmental strategy by being linked to the components of such strategy, for example:
  ▪ poverty reduction,
  ▪ health,
  ▪ culture,
  ▪ education,
  ▪ trade (including regional and global economic integration),
  ▪ science and technology,
  ▪ industrial development,
  ▪ etc.
An effective IP strategy balances interests

courages innovation by providing protection to innovators

while

ensures benefits to society
The role of IP in a country’s social and economic development can and should be articulated in a well thought-out *national IP strategy*.
What is a national IP strategy?

- At its highest level: a framework of measures, set out in a document, which outlines how national IP policies and plans are to be developed and implemented as an integral part of the broader national socio-economic development framework.

- At a lower level: a framework of measures applied to achieve identified, measurable objectives at an institutional level.
A national IP strategy

- ... is an important component of a broad, over-arching, national “vision” for social, cultural and economic development.

- ... must contribute to achievement of that “vision”.

- ... is dynamic and continues to evolve as the country’s developmental circumstances and needs evolve.

- ... enables stakeholders to work together to create, own, and exploit inventions, innovations and works of creativity to improve the quality of life.
National IP strategy (cont’d)

- An effective national IP strategy addresses central issues in the development challenge by:
  - improving access to knowledge and technology,
  - promoting local innovation and creativity,
  - adding value to national brands, and
  - protecting indigenous economic and cultural assets such as bio-diversity and traditional knowledge.
National IP strategy (cont’d)

- There is no “one size fits all” model or template for national IP strategies but a useful methodology for defining an appropriate strategy is evolving.

- It is important that an IP strategy be linked as directly as possible to the pace and characteristics of social development and economic growth.

- Once defined, the IP strategy is implemented through carefully formulated IP laws, programs and activities that conform with the nation’s developmental goals.
Specific Objectives of a national IP strategy may Include:

- Creation of sustainable consultative networks/coordination mechanisms involving all relevant stakeholders, public and private (e.g. a National IP Forum)
- Increase of public awareness of IP, its management and economic potential;
- Analysis of available options and mechanisms to ensure a fair balance of interests, between incentives to innovate and constraints on access to and exploitation of knowledge;
- Legislative review or reform to fully support the development and exploitation of IP;
- Review or reform of the institutional framework to fully support the development and exploitation of IP assets;
- Identification of priority areas/clusters for the use of IP as a strategic economic tool;
- Policies and incentives to encourage the development and commercialization of IP assets;
- Specialized training in the areas of valuation, IP administration, management and enforcement.
Benefits of an IP strategy

Contributes to achievement of the country’s “vision” for its overall economic, social and cultural advancement over time.
Leadership

- strong leadership at every level is an essential requirement for successful development and implementation of a National IP Strategy

- often the national IP Office is well placed to play a key role
Thank you