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**54th Series of Assemblies of the
World Intellectual Property Organization**
- General Statements – Item 5 -



Statement delivered by H.E. Ambassador Pedro Nuno Bártolo, Permanent Representative of Portugal
to the UN Office and other International Organizations in Geneva

Madam Chair,

Allow me, at the onset, to congratulate you for the exemplary way in which you've been conducting the work of this body. I also seize this opportunity to wish the Director-General the best for his new mandate at the head of this Organization.

The protection of IP has a crucial role in the promotion of innovation and creativity and, consequently, in job creation, competitiveness and economic growth. According to a recent European study, 24% of the work posts and 34% of the Portuguese GDP are generated through IPR-intensive industries. Recent statistics also indicate an increase of the number of registries of both Portuguese patents and trademarks – a firm indicator of a renewed economic environment, which has been also confirmed by the rise of Portugal in international rankings such as WIPO's *Global Innovation Index* and WEF's *Global Competitiveness Report*.

Madam Chair,

We can never overemphasize the important role played by WIPO in the administration of the global IP infrastructure or as a forum for negotiations, regulation, mediation and technical assistance.



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Regarding the latter, Portugal has a longstanding record of cooperation with WIPO. Among recent initiatives, I'd like to highlight the Training of Trainers Program of Effective Intellectual Property Asset Management by SMEs in Portuguese-speaking African Countries. We remain available to further engage with WIPO in activities aimed at strengthening IPR in the diversified mosaic of States which integrate the Community of Portuguese Speaking Countries.

Madam Chair,

We would like to state our concern with the lack of progress in the normative agenda, in spite of the heavy work programme agreed last year. It is therefore imperative that these Assemblies reach an agreement regarding the convening of a Diplomatic Conference in 2015 for the conclusion of a Design Law Treaty.

In the copyright field, we remain committed to the establishment of an ambitious work programme to the negotiation of a Treaty on Broadcasting. In the context, I would also like to inform you that work is underway towards the conclusion of a national legislative package to revise of our copyright law and thus render it more effective to deal with contemporary challenges, such as the ones posed by the digital market.

Madam Chair

As is widely know, Portugal has a strong tradition of GIs and AOs protection, as these products are associated to important national industries, with a considerable weight in the economy, society and culture of my country. We are therefore committed to the development of the Lisbon System and confident in the attainment of a good result during the Diplomatic Conference already scheduled for next year and that hopefully will be hosted by Portugal. Next Wednesday, we



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will co-organize a working luncheon on this issue, and inaugurate a photographic exhibition on the Port Wine Route. We count, of course, with your presence.

Madam Chair,

I'd like to commend WIPO for the positive operational results achieved during the last year, in particular the increase of revenues from the PCT and the Madrid System. Lastly, we look forward to an agreement on the establishment of a network of External Offices, based on sound principles of economic rationality and political opportunity.

Thank you, Madam Chair.