

**Assemblies of the Member States of WIPO**  
**Fifty-ninth Series of Meetings**  
**Geneva, Switzerland**  
**30 September - 9 October 2019**  
**Opening Statement of New Zealand**

E ngā mana, e ngā reo, e ngā rau rangatira mā  
Tēnā koutou, tēnā koutou, tēnā koutou katoa  
*(To the authorities, the orators, the esteemed leaders  
I greet you, I greet you, I greet you all)*

Mr Chair, distinguished delegates, it is as New Zealand's Commissioner of Patents, Trade Marks, Designs and Plant Variety Rights and the Registrar of Geographical Indications that I offer New Zealand's support to again make these General Assemblies a success.

IPONZ's purpose is to deliver high quality and robust intellectual property rights and support fair markets that thrive and grow New Zealand for all. We aim to increase the global competitiveness of New Zealand businesses by helping them protect and leverage their intellectual property.

We provide timely, human-centred services, which are flexible around the changing needs of the market and future innovations – meaning 24/7 availability, modern technology and accessible and transparent data and information.

With this in mind, IPONZ launched the Dream it Do it Own it campaign last year – sharing the IP stories of real businesses in their own words. In July, we also launched Trade Mark Check – a free, mobile friendly, AI-assisted, 24/7 service so that people can search their trade mark ideas against the NZ register, wherever they are.

We encourage you all to take the opportunity of this Assembly to work together for mutual benefits, so that we can all deliver:

- Consistent and predictable outcomes for clients
- Increased ease of doing business
- Improved access to international markets with the right IP protection
- Benefits from work-sharing and the use of shared technology.

New Zealand continues to update its legislation to meet existing and future needs. Later this week we will deposit our instrument of accession to the Marrakesh Treaty.

In August, The Minister for Māori Development, Hon Nanaia Mahuta, announced that the New Zealand Government is developing a whole-of-government approach to the protection of indigenous flora, fauna and the products of New Zealand's indigenous people, Māori. This work has the potential to fuel innovation, strengthen national identity, and enhance our international reputation, as well as deliver direct benefits to Māori.

The whole-of-government approach includes current reviews of intellectual property legislation, including:

- **The Plant Variety Rights (PVR) Act 1987.**
- **Disclosure of Origin requirements for Patents.**
- **The Copyright Act 1994.**

As we approach the 150<sup>th</sup> anniversary of the New Zealand Patent Office in 2020, we look forward to having a robust national conversation about our future IP system, one which engages and rewards the full diversity of our population and recognises New Zealand's obligations to our indigenous people.