

Feedback for the budget in 2010 and 2011

□ **Strategy II (Provision of Premier Global IP Services)**

- PCT Development Roadmap is nowadays being discussed to be submitted to 2009 WIPO general assembly. The expenses necessary for implementation of the Roadmap as approved need to be reflected in the 2010/2011 Budget Plan so that required tasks such as revising the PCT regulations can be implemented in a timely manner.
- PCT users frequently raise concerns about the transparency and efficiency of PCT revenue and expenditure; hence, we should also address this issue at the budget plans in light of the efficiency of the PCT system. A certain amount of the PCT revenue should be used to strengthen PCT services, and the results should be evaluated by appropriate performance indicators.

□ **Strategy III (Facilitation of the Use of IP for Sustainable Development)**

- Helping developing and least developed countries use IP to meet the practical necessities of life will enhance IP awareness and IP capabilities in those countries.
- To Help developing and least developed countries enhance IP awareness and IP capabilities in those countries, the development agenda needs to be more related to the practical necessities of life and achieve the swift accomplishments expected.
- This objective can be achieved through the following types of programs: *Distribution of survival technology know-how* and *Promotion of IP and support for fair trade in developing and least developed countries*.
- We have prepared specific plans (see the attachment), which will be implemented in stages. Some of the plans will be implemented in the first half of 2009 under the program of the Korea Funds-in-Trust.
- KIPO proposed seven items for the development agenda at the first CDIP meeting last year, which have proven to be effective in promoting Korean IP since the 1990s. We hope the suggestions will be reflected in the WIPO budget.

※ Seven Suggestions proposed in CDIP:

- Distribution of *IP Panorama* and *PCT-ROAD*
- Establishment of an online patent market system
- Release of a patent database through a major Internet portal, such as Google and Yahoo
- Support of inventive activities of students and women
- Introduction of evaluation systems

1. Assisting Farmers and Producers in LDCs to Procure Brands

□ Goals

- To foster brands that highlight the quality of goods and cultural values in developing and least developed countries
- To help producers acquire IP such as trademarks or designs

□ Major contents

- Conference of fair trade NGOs
 - Collect relevant information on the commercialization of products and secure future participation of NGOs in the circulation of products
 - Improve public awareness of fair trade products through appropriate brands and trademarks
- Selection of regions and products
 - Based on the potential for helping poor producers increase and secure their income
 - The recommendations of NGOs and LDCs to be given prime consideration
- Development of IP strategies
 - Form a group of experts in brand marketing whose main activities will be as follows:
 - To conduct a mission to various countries and hold consultations with relevant officials and stakeholders; and
 - To devise appropriate marketing strategies that utilize IP tools, such as brands, trademarks, and designs
- Utilization of IP strategies including trademark registration
 - Help the associations of local producers register the trademarks developed in the previous step in major markets
 - Promote the engagement of fair trade NGOs (such as those involved in the conference) in helping the products have access to markets

□ Expected results

- Increase in brand value of products from LDCs and subsequent increase in the export income of the producers
- Promotion of IP awareness in developing and least developed countries by publicizing IP success stories

- Enhancement of IP capabilities in developing and least developed countries by providing and promoting opportunities of IP utilization

2. Dissemination of Technological Information regarding Sustainability

□ Goals

- To provide developing and least developed countries with easy access to Appropriate Technology information
- To support the practical use of technological information by technology transfer

□ Major contents

- Selection of countries and fields of technology with a view to the provision of Appropriate Technology information
 - Introduce these projects in developing and least developed countries and get recommendations from them about fields of technology that are of most importance to them
- Compilation of Appropriate Technology information
 - Research the databases of PCT patent information at WIPO and of patent or utility model information of member states
 - Collect technologies with expired validity or rights
- Distribution of compiled technological information
 - Offer technological information online for distribution to governments and NGOs in developing and least developed countries
 - Translate information into local languages and provide it in a handbook for the direct use of citizens in developing and least developed countries
- Identification of technology that can be developed into products and promotion of distribution of such products by enterprises or NGOs
 - ※ Business ideas can be suggested in collaboration with the World Business Council for Sustainable Development and promoted among enterprises.
- Establishment of an appropriate technology implementation consulting group

- Dispatch experts to developing and least developed countries to support the implementation of technology
- **Expected results**
 - Contribution to the poverty solution in developing and least developed countries through the utilization of technological information
 - Greater access to information and public awareness of IP in developing and least developed countries

3. Sharing Best Practices in National IP Strategies

- **Goals**
 - To provide success stories for establishing a national IP strategy in developing and least developed countries
 - To engage in consultations to support the establishment of a suitable IP policy in developing and least developed countries
- **Major contents**
 - Select countries that have best practices
 - Select countries which have achieved great economic growth through successful IP policy and which can reflect different development models in various industry, such as manufacturing and agriculture
 - Research on best practices
 - Utilize ongoing research such as the study titled *Correlation between economic growth and IPRs: the Korean case*
 - Discuss the research results for the purpose of developing policy modules that can be disseminated to developing and least developed countries
 - Module development
 - Transform best practices into several learning modules for various levels of economic development
 - Each module is composed of analysis of the needs and development requirements, descriptions of established policies, laws and institutions, and analysis of the effects of the established policies law and institutions
 - Production and distribution of a case book and CD

- Publish the learning modules in the form of a case book and CD-ROM
- Distribute books and CDs to developing and least developed countries

- Utilization of the case book and CD in lectures and policy consultations
- The case book and CD may be used in WIPO's existing training courses and consultation programs for policy development
- The case book and CD may be used in training sessions organized jointly by WIPO and the countries with best practices or through consultation visits by government officials of those countries

- **Expected results**
 - Greater public awareness of the role of IP policy in economic growth

 - Greater economic growth in developing and least developed countries through active utilization of IP policies