

Vision: IP is an important tool for the economic, social and cultural development of all countries
Mission: To promote effective protection and use of IP worldwide

Strategic Goal One
To Promote an IP Culture

Strategic Goal Two
To Integrate IP in National Development Policies and Programs

Strategic Goal Three
Progressive Development of International IP Law

Strategic Goal Four
Delivery of Quality Services in Global IP Protection Systems

Priority Area I.A
Positive Public Understanding of IP
1 Public Outreach and Communication
2 External Coordination

Priority Area I.B
Strategic Role of IP for Development
3 Strategic Use of IP for Development
4 Use of Copyright in the Digital Environment
5 IP and Public Policy

Priority Area II.A
Enhancing IP's Role in Development at the National, Regional and Intraregional Level
6 Africa, Arab, Asia and the Pacific, Latin America and the Caribbean Countries, LDCs
7 Certain Countries in Europe and Asia

Priority Area II.B
Strengthening IP Infrastructure and Institutions
8 Business Modernization of IP Institutions
9 Collective Management of Copyright and Related Rights
10 IPR Enforcement

Priority Area II.C
Strengthening IP Human Resources
11 The WIPO Worldwide Academy

Priority Area III.A
Further Development of International IP Law
12 Law of Patents
13 Law of Trademarks, Industrial Designs and Geographical Indications
14 Law of Copyright and Related Rights

Priority Area III.B
Development of the International Policy and Legal Platform for IP and TK, Traditional Cultural Expressions and Genetic Resources
15 TK, Traditional Cultural Expressions and Genetic Resources

Priority Area IV.A
Further Development and Increased Use of the PCT System
16 Administration of the PCT System
17 PCT Reform

Priority Area IV.B
Further Development and Increased Use of the International Registration Systems
18 Madrid, The Hague and Lisbon Registration Systems

Priority Area IV.C
Further Development and Use of IP Standards and International Classification Systems
19 Patent Information, Classification and IP Standards
20 International Classifications in the Field of Trademarks and industrial Designs

Priority Area IV.D
Increased Recognition and Use of the WIPO Arbitration and Mediation Center
21 Arbitration and Mediation Services and Domain Names Policies and Procedures

Strategic Goal Five
Greater Efficiency of Management and Administrative Support Processes within WIPO

Priority Area V.A
Enhanced Effectiveness of Management, Program and Budget Processes
22 Direction and Executive Management
23 Budget Control and Resource Mobilization
24 Internal Oversight

Priority Area V.B
Enhanced Effectiveness of Administrative Support Services
25 Human Resources Management
26 Financial Operations
27 Information Technology
28 Conference, Language, Printing and Archives
29 Premises Management
30 Travel and Procurement
31 The New Construction