

## **Committee on Development and Intellectual Property (CDIP)**

**Twelfth Session**  
**Geneva, November 18 to 21, 2013**

### **PILOT DEVELOPMENT AGENDA PROJECT ON INTELLECTUAL PROPERTY AND TOURISM: SUPPORTING DEVELOPMENT OBJECTIVES AND PRESERVATION OF CULTURAL HERITAGE**

1. By a way of communication dated November 14, 2013, addressed to the Secretariat, the Permanent Mission of the Arab Republic of Egypt has submitted a Concept Paper for a "Pilot Development Agenda Project on Intellectual Property and Tourism: Supporting Development Objectives and Preservation of Cultural Heritage", for consideration of the twelfth session of the CDIP.

2. The above-mentioned communication of the Arab Republic of Egypt together with its enclosure is contained in the Annex of this document.

3. *The Committee is invited to take note of the information contained in the Annex to this document.*

[Annex follows]

*Permanent Mission of the Arab Republic of Egypt  
to the United Nations Office  
& International Organisations  
in Geneva*



البعثة الدائمة لجمهورية مصر العربية  
لدى الأمم المتحدة  
والمنظمات الدولية  
في جنيف

The Permanent Mission of the Arab Republic of Egypt to the United Nations Office, the World Trade Organization and Specialized Agencies at Geneva presents its compliments to the International Bureau of the World Intellectual Property Organization, and with reference to the convening of the 12<sup>th</sup> Session of Committee on Development and Intellectual Property (CDIP) during the period 18 – 21 November 2013 has the honor to attach herewith Egypt's Concept Paper for a "Pilot Development Agenda Project on Intellectual Property and Tourism: Supporting Development Objectives and Preservation of Cultural Heritage". The mission appreciates presenting this issue as part of CDIP 12 agenda (CDIP/12/1 PROV. 3) for consideration of the Committee.

The Permanent Mission of Egypt to the United Nations Office, the World Trade Organization and Specialized Agencies at Geneva avails itself of this opportunity to renew to the International Bureau of the World Intellectual Property Organization the assurances of its highest consideration.

Geneva, 14<sup>th</sup> November 2013

**Concept Paper**  
**Pilot Development Agenda Project on**  
**Intellectual Property and Tourism: Supporting Development Objectives and**  
**Preservation of Cultural Heritage**

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**I. Background**

Success in today's globalized economic environment is about adding value and offering a differentiated product. This applies to products and/or services. The various options available under the intellectual property (IP) system open up a variety of possibilities that business can rely for differentiating their product and for communicating with the consumer. Trademarks, industrial designs, geographical indications, copyright and potential other IP tools can have an important role to play in strengthening the competitiveness of different and principled agencies, associations, actors and operators in the tourism sector.

**II. Objectives**

- Promote the effective use of nationally tailored – IP tools and instruments to support development of the tourism sector and preservation of cultural heritage.
- Assist towns, regions and key actors of the tourism industry, especially SMEs, in using nationally tailored intellectual property systems and tools to differentiate themselves and to market themselves as offering a unique and distinct touristic product.
- Assist in the integration of IP teaching into curricula of tourism/hotel management programs, schools and universities.

### **III. Suggested Activities**

- Prepare a sector specific friendly publication(s) to explain and promote the nationally tailored intellectual property system and its management to the key actors of the tourism industry.
- Develop draft curricula for integrating a module on IP tourism development and preservation of cultural heritage in professional teaching programs on tourism such as in hotel management schools, universities, ... etc.
- Raise awareness of key actors including ministries, promotion agencies, associations of hotels, restaurants, recreation centers, tour operators, travel agents, etc...) for using the nationally tailored IP systems/tools for their competitive advantage.
- Develop the capacity of national IP offices for providing sector specific support to tourism key actors and to run sector specific awareness campaigns
- Collect and share best practices on successful use of the nationally tailored IP system for the competitive advantage of the tourism sector.
- Organize conference/workshops on IP, tourism development and preservation of cultural heritage to discuss/deliberate the previous activities/initiatives.

### **I.V Relevance to Development Agenda Recommendations**

#### **Cluster A: Technical Assistance and Capacity Building**

1. WIPO technical assistance shall be, inter alia, development-oriented, demand-driven and transparent, taking into account the priorities and the special needs of developing countries, especially LDCs, as well as the different levels of development of Member States and activities should include time frames for completion. In this regard, design, delivery

mechanisms and evaluation processes of technical assistance programs should be country specific.

3. Increase human and financial allocation for technical assistance programs in WIPO for promoting a, *inter alia*, development-oriented intellectual property culture, with an emphasis on introducing intellectual property at different academic levels and on generating greater public awareness on intellectual property.
4. Place particular emphasis on the needs of small and medium-sized enterprises (SMEs) and institutions dealing with scientific research and cultural industries and assist Member States, at their request, in setting-up appropriate national strategies in the field of intellectual property.
10. To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with Intellectual property.

[End of Annex and of document]