



Micro, Small and Medium-Sized Enterprises, Innovation and Intellectual Property

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Micro, Small and Medium-Sized Enterprises

- MSMEs play a key role in national economies around the world, generating employment, adding value and contributing to innovation.
- MSMEs are central to the efforts to achieve a more sustainable and inclusive growth.
- No standard international definition of MSMEs, but e.g.:

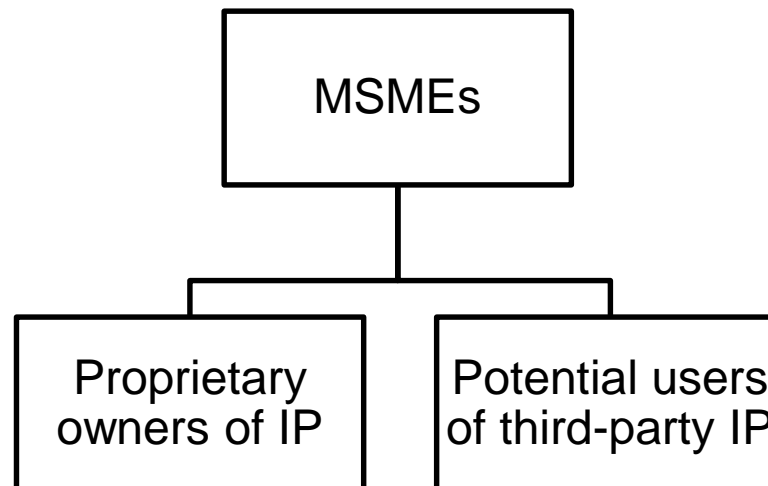
Enterprise category	Headcount (Annual work unit - AWU)	Annual Turnover
Micro	< 10 AWU	< € 2 million
Small	< 50 AWU	< € 10 million
Medium-sized	< 250 AWU	< € 50 million

Source: 2011, *Publication Office of the European Union, Luxembourg*

MSMEs and Intellectual Property (IP)

IP as an economic tool and not just a legal right

- The relevance of different IP rights (patents, copyright, trademark etc.) may vary between different sectors and industries;
- IP management strategies may vary between different sectors and industries.



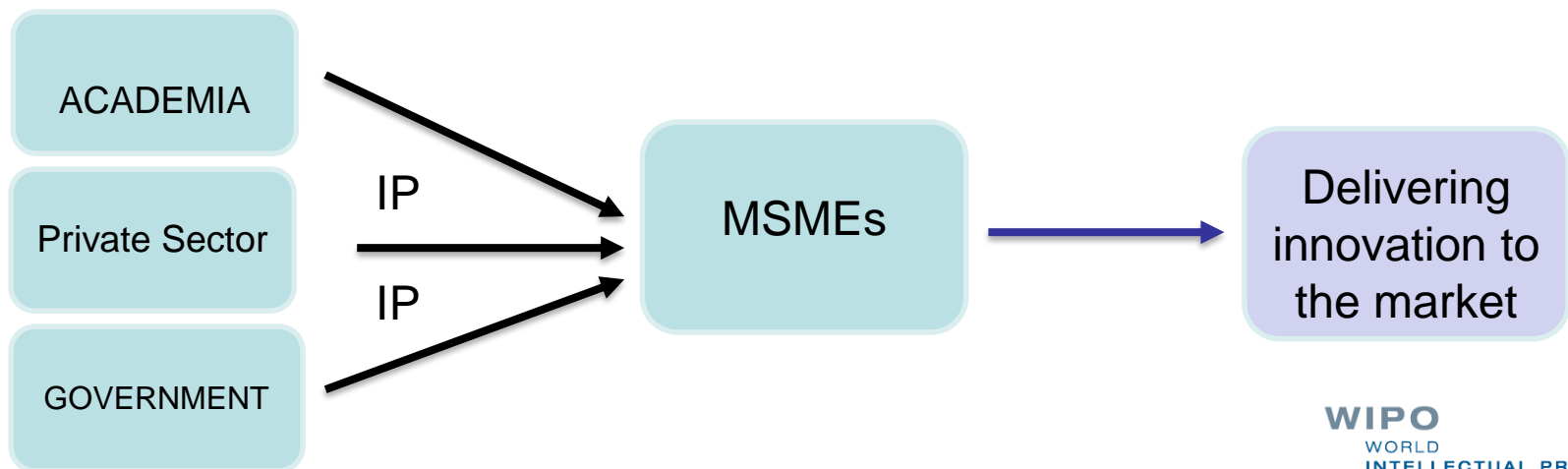
MSMEs as Owners of IP

<u>Key Advantages of the IP System</u>	<u>Key Challenges (Barriers)</u>
Obtaining a competitive edge	Lack of IP awareness
Enhance the value or worth of a company	Insufficient information on the relevance of IP in day-to-day business
Operating beyond domestic markets	Costs associated with obtaining and enforcing IP rights
IP as a source of financing	Perceptions that the IP system is too complex and time-consuming



MSMEs as potential users of third-party IP

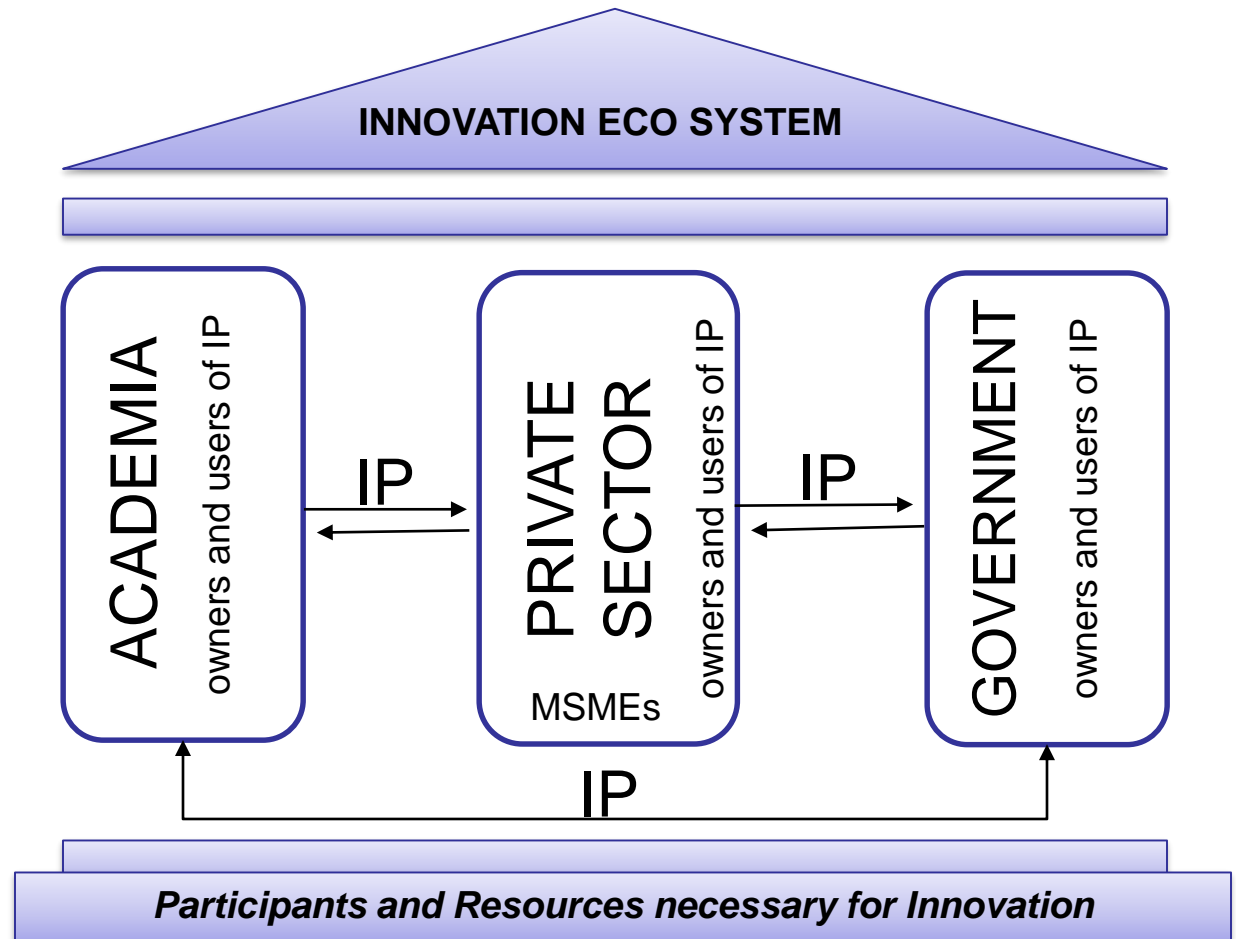
<u>Aspects of MSMEs as Users</u>	<u>Key Challenges</u>
Managing risks related to third-party IP assets	Lack of knowledge of the IP system
<u>Key Advantages of the IP System</u>	Lack of information on and access to appropriate innovation and knowledge partners
Utilizing third parties' R&D outputs - Joint R&D with universities or research institutes	Potential obstacles related to the integration of innovation
Generating alliances – Partner with other MSMEs - gaining a greater buying power	Lack of specific provisions for participation in government contracts

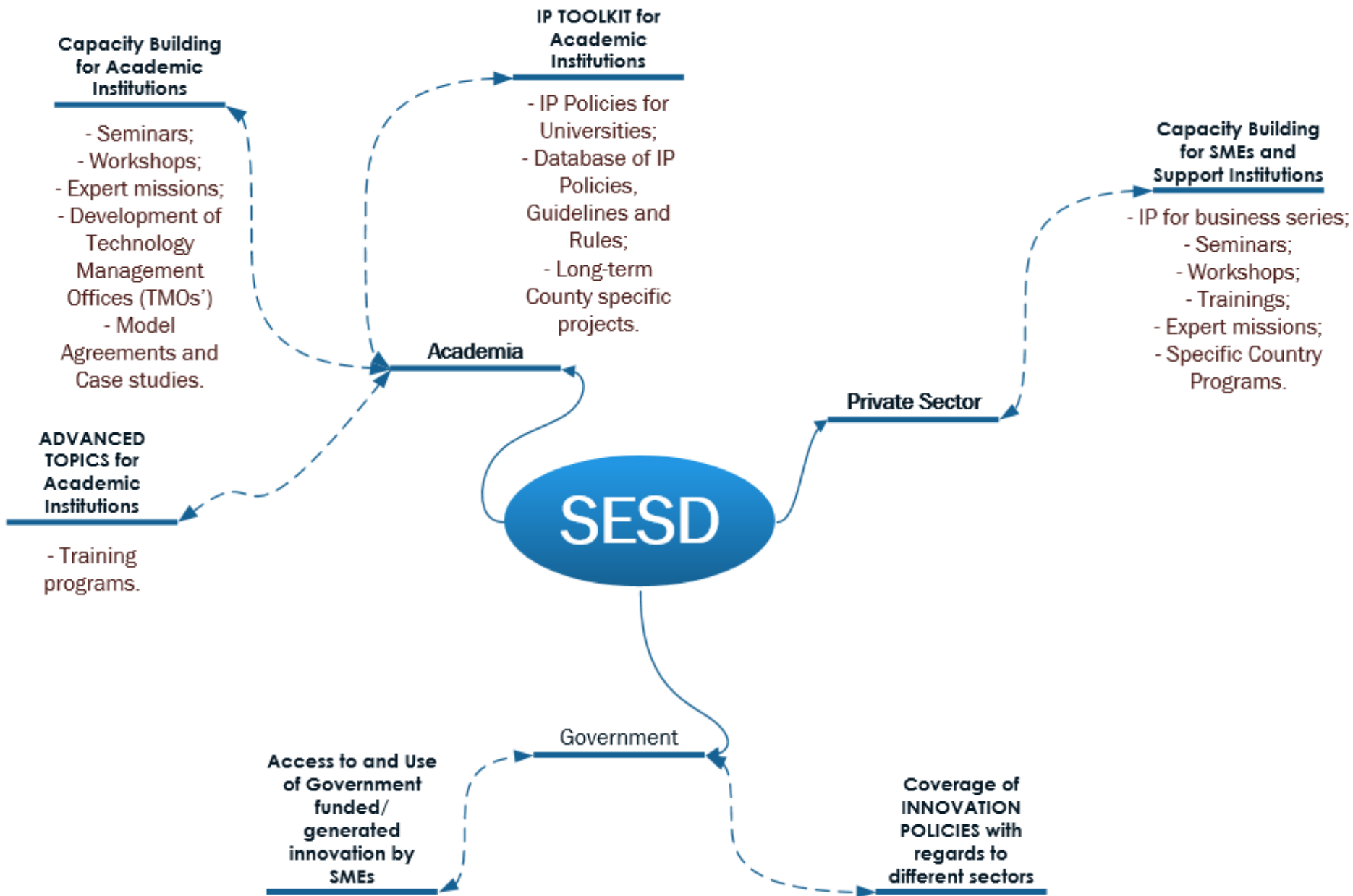


WIPO - PROGRAM 30

SMEs and Entrepreneurship Support Division (SESD)

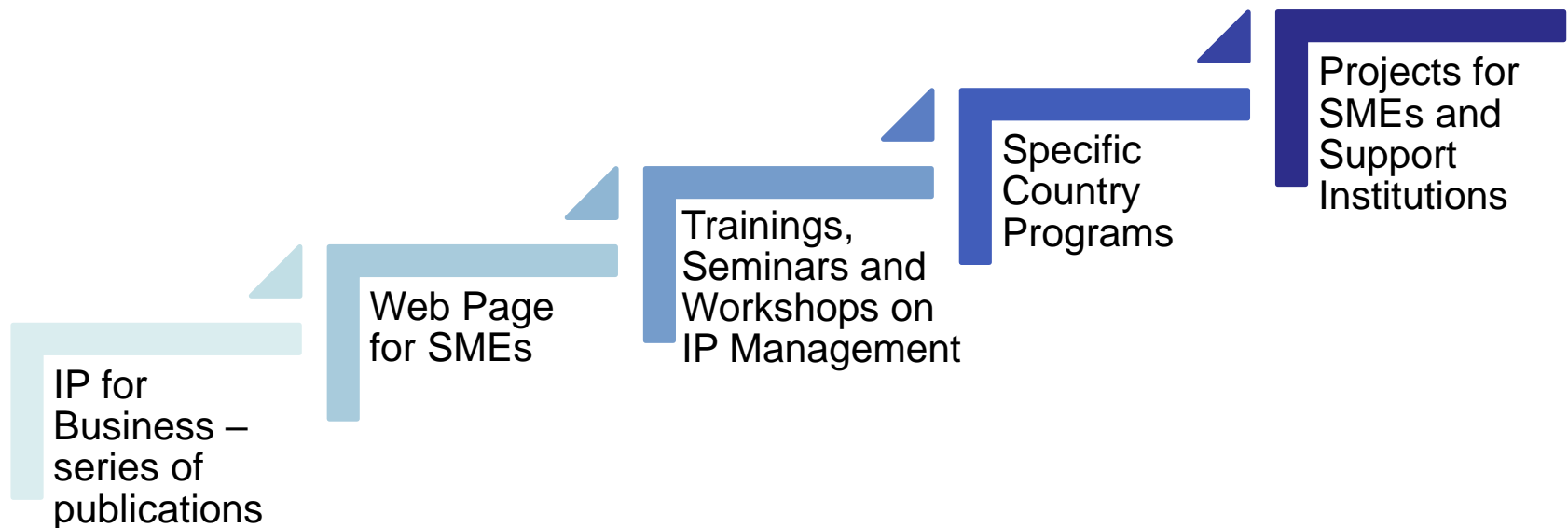
*Effective utilization
of IP to promote
innovation and
economic growth
on a national level*





Program 30: SMEs and IP

- Assisting SMEs in capturing and utilizing the value of their IP rights for business growth;



Making IP work for SMEs

*1. IP Diagnostic tool and guide for SMEs
and SMEs support institutions*

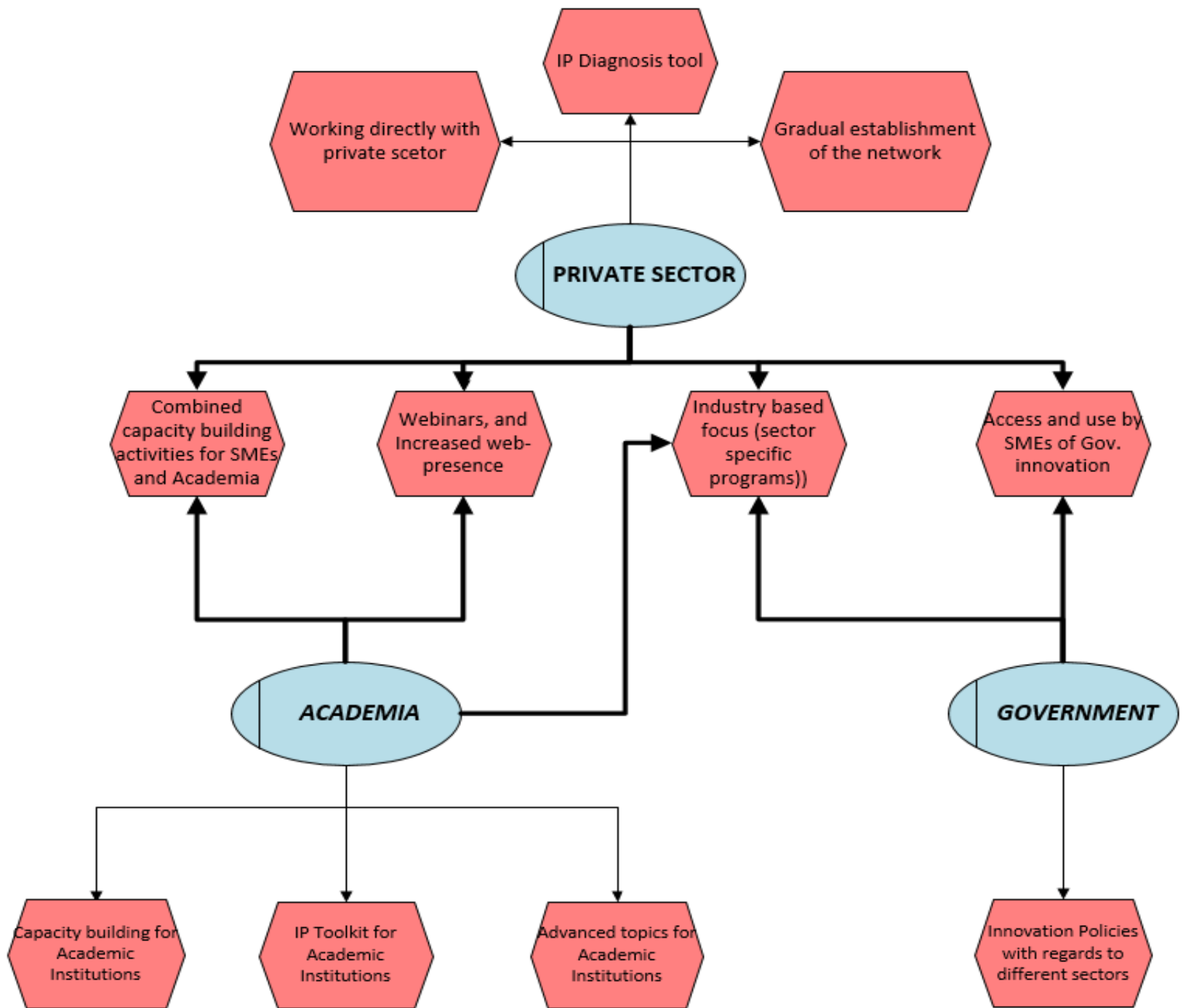
*2. Access to and Use by SMEs of
government funded/generated innovation*

3. Webinars

4. Combined capacity building activities

5. Network of SMEs intermediaries

6. Industry and product based approach



1. IP Diagnostic for MSMEs and Support Institutions

I. DIAGNOSTIC TOOL

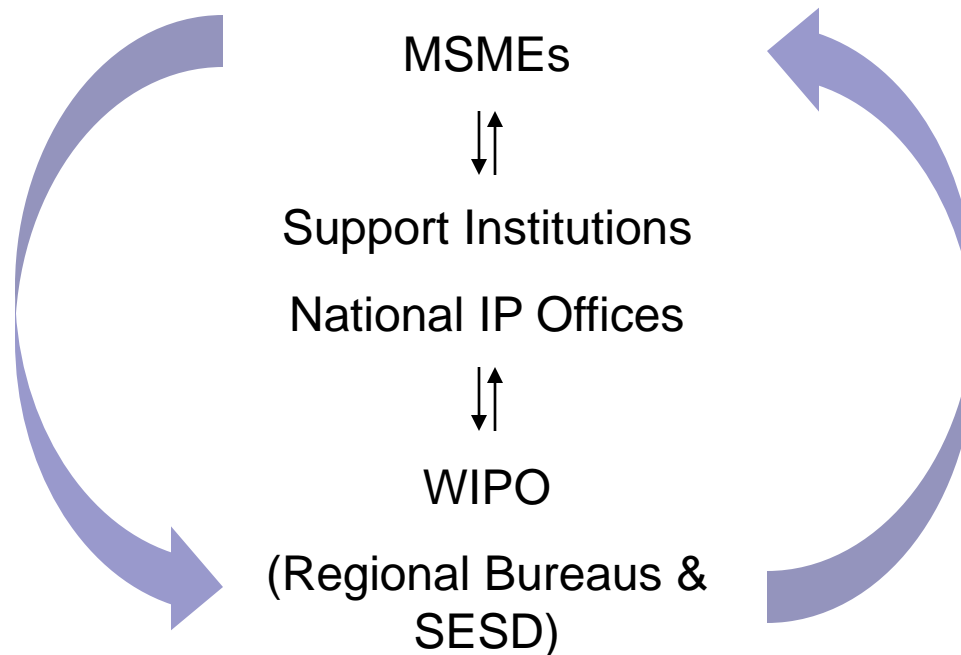
- A software-based tool hosted on the WIPO website.
- Enables MSMEs to make a preliminary determination of the IP assets that it possesses and how to extract maximum value and competitive advantage from their IP assets.

II. DIAGNOSTIC GUIDE

- A manual that would help Support Institutions conduct a face to face evaluation with MSMEs.
- Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.

2. Webinars and Increased Web-presence

- Streamline the information flow;
- Increase the outreach;
- Cost effective tool for awareness raising.



3. Gradual Establishment of a Network of MSME Intermediaries

1. Create a database

- International, regional and domestic MSME intermediaries.

2. Identify and meet

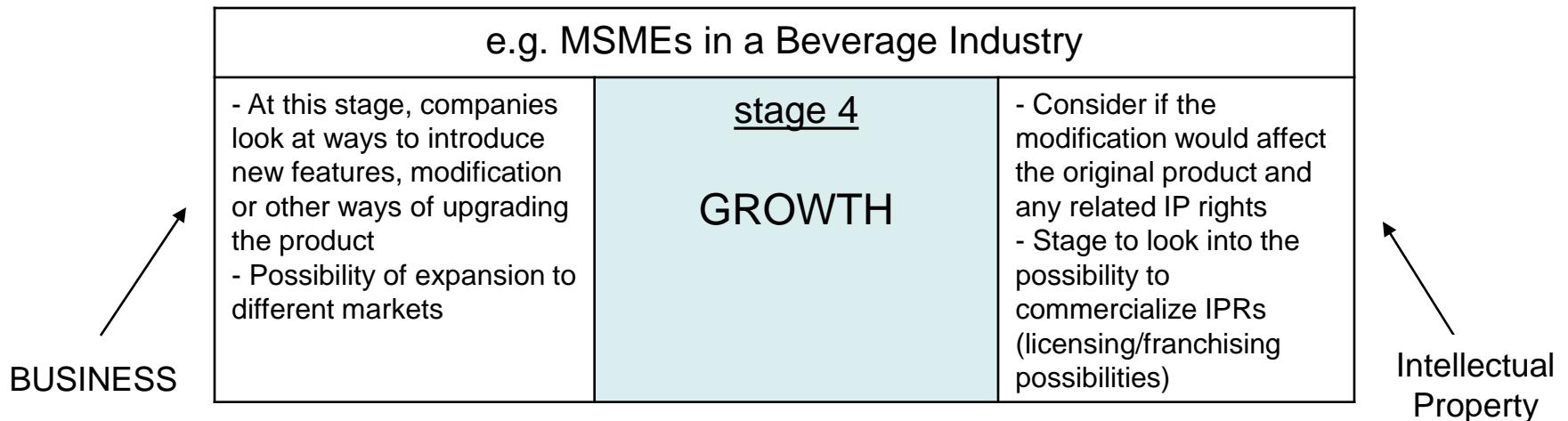
- Obtain information on activities that could be useful/helpful in the delivery of WIPO Services and products to MSMEs;
- Identify MSMEs that can use WIPO services.

3. Establish an online platform

- Facilitate direct communication between participants of the forum to share experiences and good practices;
- Opportunity for networking and establishing partnerships.

4. Industry Based Focus (Sector Specific Training Programs)

- Analysis of IP implications throughout the lifecycle of the company/product

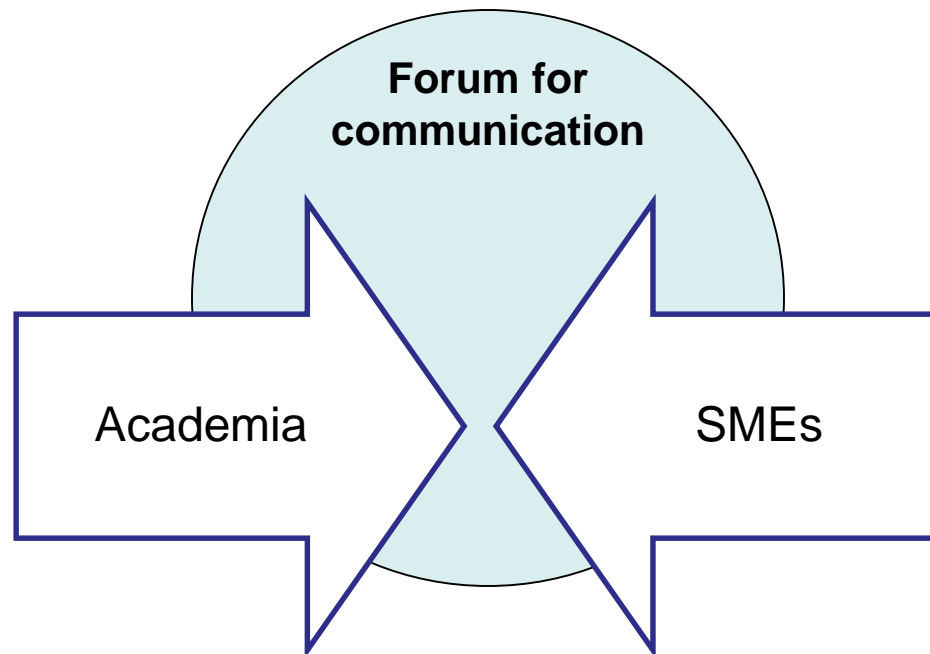


- Every stage will be accompanied by real-life case studies, demonstrating the importance of IP in business processes

5. Combined Capacity Building Activities

■ Objectives of such events:

- Actively promote opportunities for public-private collaboration;
- Enable cross-exploitation of accumulated knowledge between the sectors;
- Increase level of IP knowledge and utilization;
- Promote initiatives combining the skills and competences of private companies and universities.



6. Access to and Use by SMEs of government funded/generated Innovation

1. Awareness raising

- Understanding that the normal discharge of their functions and responsibilities may result in valuable IP;
- Effective management of government IP is necessary for enabling the smooth transfer of innovations to industry, including SMEs.

2. Training programs

- Government departments, agencies and ministries;
- Bringing potential partners together.

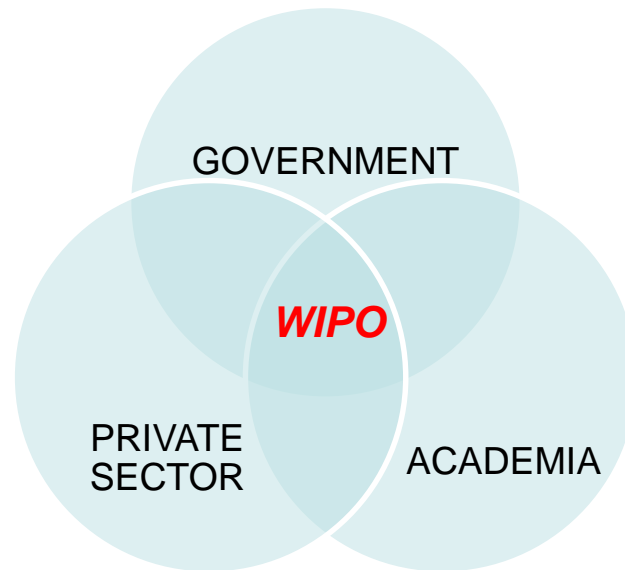
3. Work with interested governments

- Advisory support;
- Assistance in development of policies or systems for the systematic management of governmental IP.

Cross Functional Collaboration

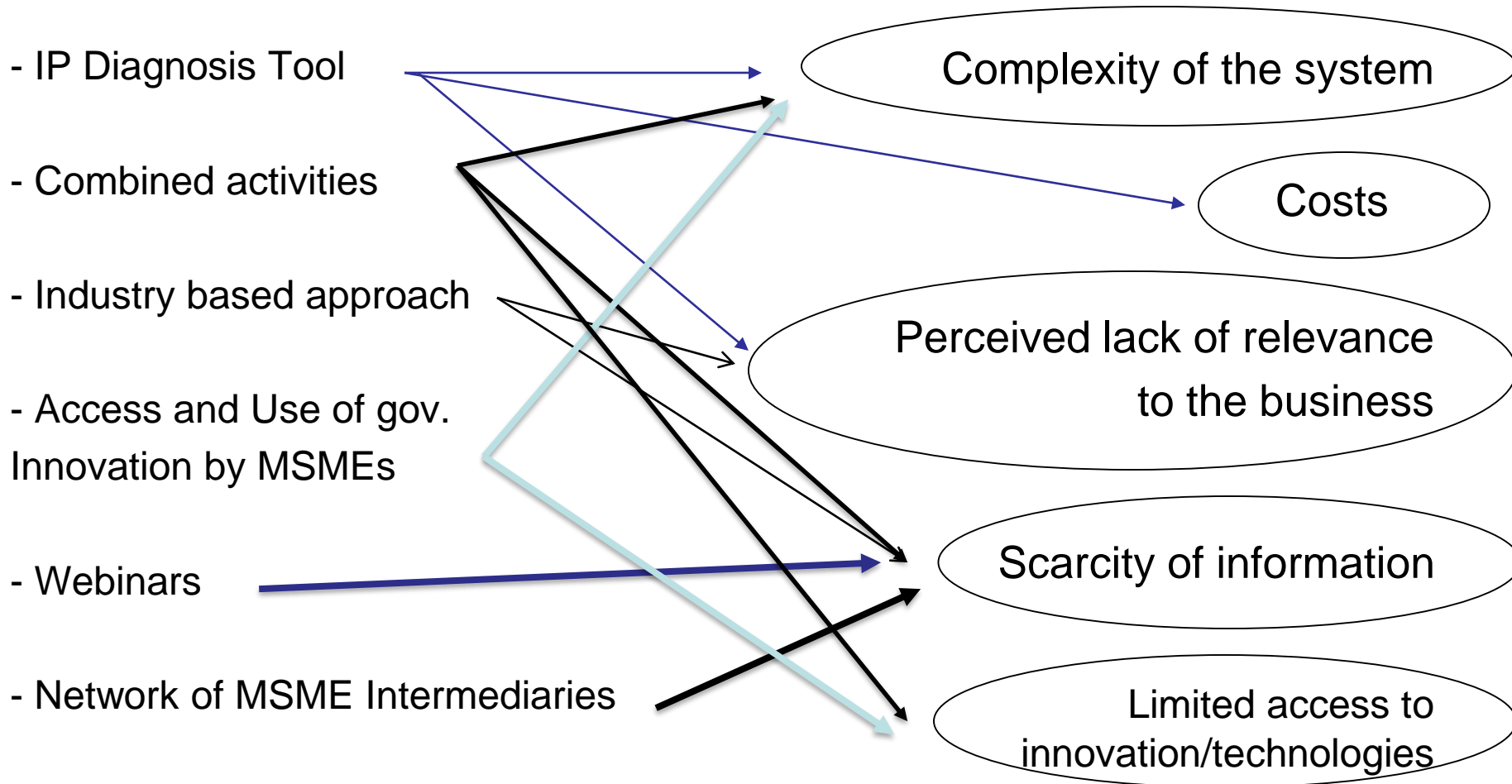
WIPO's

“360° Coverage to Mobilize the Innovation for Economic Growth”



- Greater level of continued commitment for improvement in the IP sphere;
- Improvement of communication between the different sectors;
- Increase the chance that positive change will begin in the entire ecosystem.

How SESD initiatives tackle the challenges faced by MSMEs?



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