

WIPO



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WORLD INTELLECTUAL PROPERTY ORGANIZATION
GENEVA

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COMMITTEE ON DEVELOPMENT AND INTELLECTUAL PROPERTY (CDIP)

Third Session
Geneva, April 27 to May 1, 2009

PROPOSALS FROM THE REPUBLIC OF KOREA

Document prepared by the Secretariat

1. By a communication dated April 16, 2009, the Secretariat has received proposals from the Republic of Korea, entitled “Program Suggestions for Implementing the Adopted Recommendations: Korea’s Proposal” for consideration by Member States at the third session of the Committee on Development and Intellectual Property (CDIP), scheduled to be held in Geneva from, April 27 to May 1, 2009.

2. The said proposals are contained in the annex attached to this document.

3. *The CDIP is invited to take note of the contents of this document and its annex.*

[Annex follows]

ANNEX



PERMANENT MISSION OF THE REPUBLIC OF KOREA
GENEVA

KGV/72/2009

The Permanent Mission of the Republic of Korea to the United Nations Office and other International Organizations at Geneva presents its compliments to the Secretariat of the World Intellectual Property Organization (WIPO) and has the honor to hereby enclose, as part of its contribution to the efforts on the Development Agenda, proposals describing a number of implementation projects.

It has the further honour to kindly request that this proposal be discussed at the 3rd session of the Committee on Development and Intellectual Property to be held from April 27 to May 1, 2009 in Geneva.

The Permanent Mission of the Republic of Korea to the United Nations Office and other International Organizations at Geneva avails itself of this opportunity to renew to the secretariat of the WIPO the assurances of its highest consideration.

Geneva, 16 April 2009

Secretariat
World Intellectual Property Organization
34, Chemin des Colombettes, 1211 Geneva 20

Encl. : As stated



PROPOSAL 1

Related Sector: Cluster A. Technical Assistance and Capacity Building

Related Adopted Recommendations: Recommendation 4

Proposed Activity: Program for Assisting Farmers and Producers in LDCs to Procure Brands for Their Products

Background

Branding is one of the most powerful tools for strengthening the marketing power of products. However, farmers and producers in LDCs seldom have the ability to brand their products. This is one of the reasons they cannot sell their products at suitable prices. Helping them utilize IP in terms of establishing effective brand strategies and registering a trademark will add value to their products, as is the case with producers in developed countries. This use of IP will increase their export income and alleviate their poverty.

In this regard, the Korean Intellectual Property Office (KIPO) has already started a pilot project. We have encouraged the Korean YMCA, which imports coffee from East Timor as part of the fair trade movement, to use a trademark and build the marketing power of the product. The YMCA has subsequently developed and registered a trademark for its fair trade goods.

In conjunction with WIPO, KIPO also utilized the Korea Funds-in-Trust to launch a study on the best ways to promote such products through the strategic use of IP. The project aims to determine the most eligible products and the most appropriate IP strategy in selected countries. We are optimistic that the results of the study will form a viable foundation for the proposed program.

Proposal

Stage One: Conference of Fair Trade NGOs (2009)

Conference of Fair Trade NGOs (2009): Currently, many NGOs around the world are interested in trading products from LDCs and ensuring reasonable terms of trade for producers in these regions. Helping producers procure brands, which is one way of promoting products and ensuring a fair price, is an efficient and desirable way to use IP in improving the quality of their lives. This year Korea proposes to hold a WIPO conference for fair trade NGOs on the theme of using IP in fair trade. The main aims of the conference are to gather information on products that are appropriate for this project, to invite NGOs to participate in the project, and to help producers procure IPRs for their products. The participants will include NGOs, producer representative bodies, and policy makers.

Stage Two: Development and Utilization of IP Strategies

(Step 1) Selection of Regions and Products: Targeting just a few regions and products may be the most feasible and efficient way to start, in terms of financial and human resources. The selection of regions and products should therefore be based on the potential for helping poor producers increase and secure income through brand strategies. The recommendations

of NGOs or the governments of LDCs will be given prime consideration with regard to the listing of target beneficiary products and relevant regions.

(Step 2) Development of IP Strategies: A group of experts in brand marketing will be formed to develop IP strategies. Their 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. The results of the consultancy will be published in a report and distributed to policy makers and stakeholders.

(Step 3) Utilization of IP Strategies (including Trademark Registration): The developed IP strategies will be used to leverage the marketing power of the products. One of the most important activities in this phase of the project is to help the associations of local producers register the trademarks developed in the previous step in major markets. This process will ensure that the distinctive value of the original goods is not blurred by inferior goods, and the producers can benefit from the intangible assets that originate from this value. The developed IP strategies can be effective when the products have access to markets; hence, the engagement of fair trade NGOs (such as those involved in the conference) is vital in this stage.

(Step 4) Dissemination of a Report on the Strategic Use of IP: A report on the project results will be published to generate greater awareness on the use of IP as a tool for promoting products from developing countries and LDCs. There will be additional projects to cover more regions and products.

PROPOSAL 2

Related Sector: Cluster C. Technology Transfer, Information and Communication Technologies and Access to Knowledge

Related Adopted Recommendations: Recommendation 31

Proposed Activity: Use of Patent Information in the Transfer of Appropriate Technology

Background

The widely acknowledged driving force of economic development is technological innovation. In countries that lack sufficient technologies for innovation, exogenous technology is considered a viable option.

However, the impact of technology transfer and innovation raises questions. Some argue that technological innovation, especially innovation based on exogenous technology, widens the gap between “the haves” and “the have-nots” in developing countries.

In some parts of the world where the struggle for survival remains a top priority, high-end technologies may not be the most appropriate solution to urgent problems. Whenever there are limited resources for investment, the development of sophisticated, highly capital-intensive technology may exacerbate problems of unemployment and migration to large cities.

For those parts of the world, appropriate technology (AT)¹ can be another solution for economic development as well as for the enhancement of the quality of life and the public welfare. Technology transfer should be based on the needs in specific circumstances in developing countries.

Appropriate technology makes the best use of locally available resources and ensures an adequate supply of the basic necessities of life, such as clean water, food and energy. Technological information that is relevant, accessible, and easy to implement will yield viable solutions of sustainability. We therefore need to develop suitable mechanisms for identifying and disseminating AT information for the development of remote areas in developing countries and LDCs. Mechanisms of this type will encourage the locals to generate further innovations themselves and help them improve the quality of their lives by satisfying their most urgent needs.

¹ A term coined in the 1970s to describe simple technologies suitable for use in developing nations. Appropriate technology is technology that is appropriate for the environmental, cultural, and economic situation it is intended for. It usually describes technologies that are suitable for use in the developing nations. See http://www.appropedia.org/Appropriate_technology.

NGOs and NPOs such as the Appropedia Foundation use various means to collect and disseminate information on sustainable AT. However, these activities need to be promoted more widely and organized more systematically. We therefore implore the member states of the CDIP to endorse the WIPO development activity of providing AT information to developing countries and LDCs.

We propose that AT information be extracted from the patent information of member states and organized in a systematic manner. The resultant AT could significantly improve the quality of life and foster bottom-up innovation at the village level.

KIPO has joined forces with WIPO to explore the best ways of achieving this objective. We aim to identify the kinds of AT that can be easily transferred to regions of dire need. We also expect the results of this exploration to form the groundwork for the proposed project.

Proposal

Stage One: Dissemination of AT Information

(Step 1) Selection of Countries and Themes: Korea proposes that WIPO disseminates AT information to regions in need. For the sake of efficiency, we propose to start with a few LDCs and determine the specific areas of technology that are most urgently needed in those countries. Each country will be able to request one theme of technological information. The project can be expanded later to cover more countries and technology areas.

(Step 2) Collection of AT Information: The first step in providing better access to AT information is to identify the essential technologies. Patent information databases are a valuable source of information on publicly available technologies that can be readily deployed to improve the standard of living. Guidelines will be drawn up for the selection of appropriate information.

(Step 3) Transformation of AT Information: After consideration has been given to the needs and requirements of users, the collected AT information will be transformed into a user-friendly form. The content of each item will focus on basic patent information and additional detailed descriptions. A patent map can be drawn for each area of technology.

(Step 4) Dissemination of AT Information: The transformed AT information will be offered online and the content will be sorted according to various themes and regions for the easy reference of local government officials, development workers and entrepreneurs. However, this method of disseminating AT information is insufficient because, no matter how useful the information may be, some locals may have difficulty understanding the information in English. Similarly, there may be no Internet access in remote areas because of an inadequate IT infrastructure. One solution is to have the technological information translated into local languages; it can then be published in a handbook and distributed to villages and remote locations.

Stage Two: Support for the Implementation of AT

Support for the Implementation of AT: The provision of technological information in tandem with implementation know-how may offer a viable and effective solution to the sustainability issues that exist in LDCs. We propose that a technology implementation consultancy group be formed to transfer useful, appropriate and easily implementable technologies to people who need them. The group will work projects requested by LDCs. Enterprises can participate by running businesses that utilize the AT. Holding a conference or launching a campaign is another feasible way of encouraging participation and raising awareness of the importance of publicly available information on technology.

[End of Annex and of document]