



ກົມຊັບສິນທາງປັນຍາ
Department of Intellectual Property

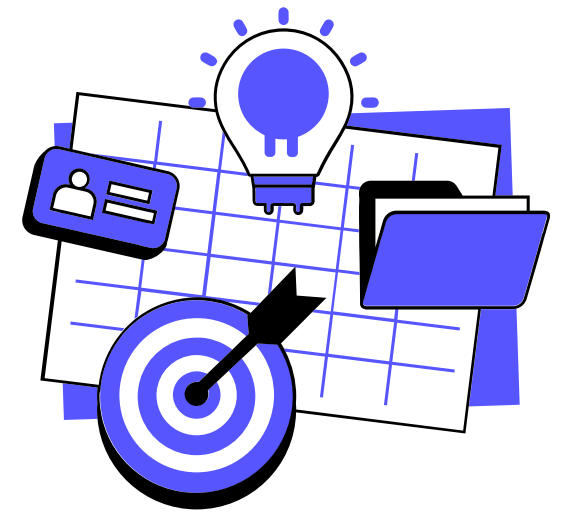
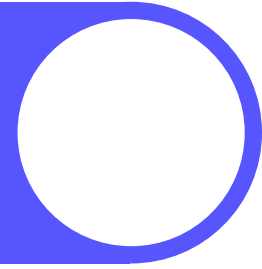
Maximizing impact: Strategic Planning
for Technical Assistance and Capacity Building

STRATEGIC PLANNING TECHNICAL ASSISTANCE PROJECTS IN LAO PDR



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Department of Intellectual Property, LAO PDR

Content



Requesting for Projects

Project Planing

Project Implementation

Impact

Requesting for Projects

1

Project alignments:

National Socio-Economic
Development Plan (NSEDPA)
2021 -2025

Industry and Commerce
Development Plan
2021 -2025

Intellectual Property
Development Plan
2023 -2025

Requesting for Projects

1

IP Development Plan 2023 -2025

Direction and guidelines for annual work plan

Foundation Frameworks for requesting technical assistance and other supports from the cooperation partners

Frameworks to outline the cooperation with relevant stakeholders

7 Programs/Initiatives

1) IP Management and Infrastructure

2) IP Awareness Raising

3) IP Utilization Promotion

4) IP HR Development

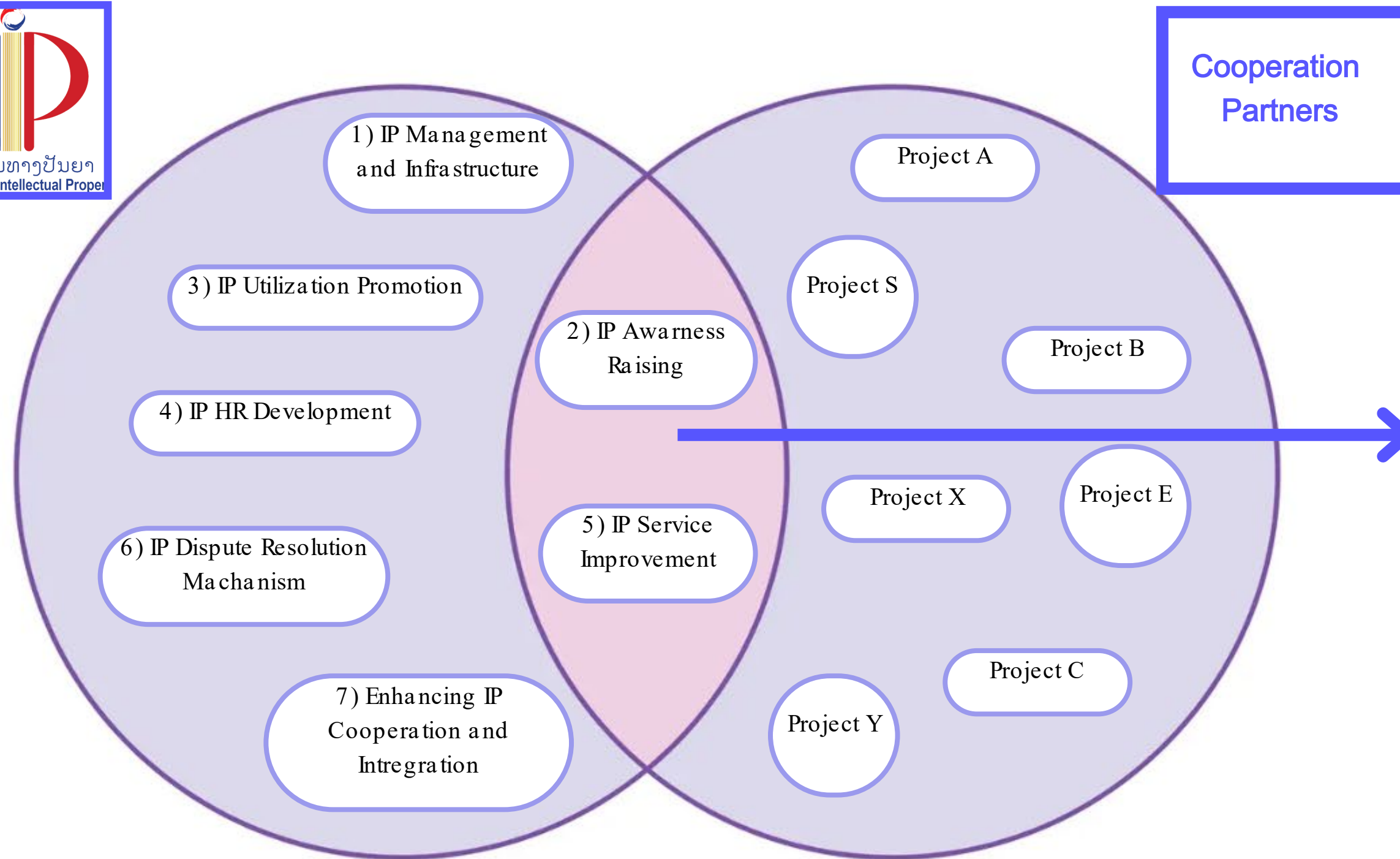
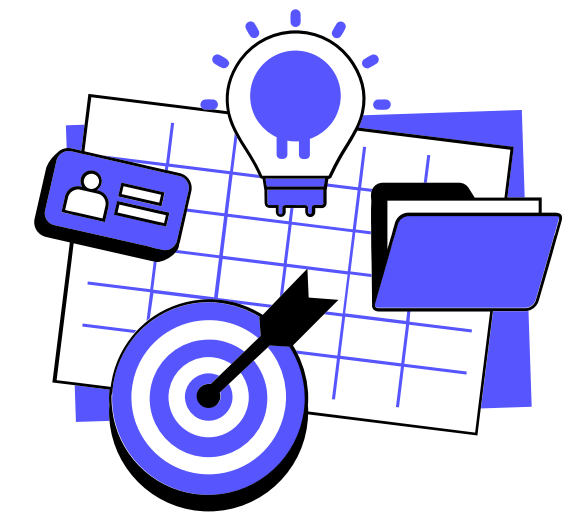
5) IP Service Improvement

6) IP Dispute Resolution Mechanism

7) Enhancing IP Cooperation and Integration

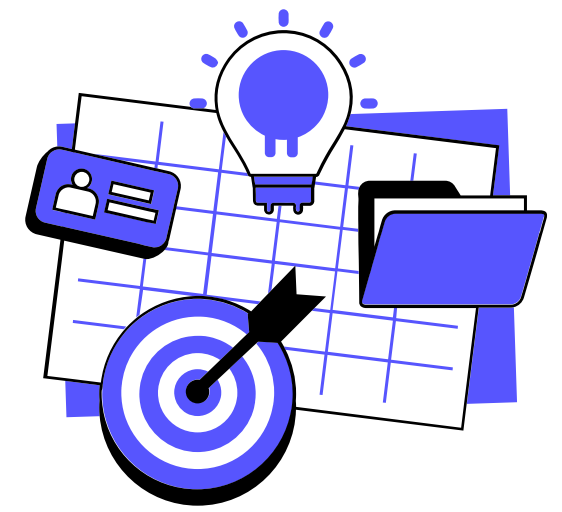
Requesting for Projects

1



Project alignments:

- Exploring the technical assistance that our initiatives aligned with
- Then, requesting for supports/ assistances in particular programs/ initiatives



Coordination

- Set up project focal point, coordinator or project committee
- TOR of the projects



Project Design

- designed activities
- objectives
- target groups
- outcomes
- tentative date and time

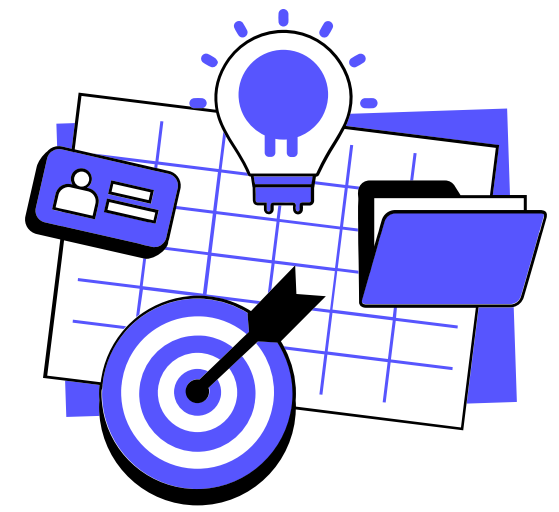


Work plan

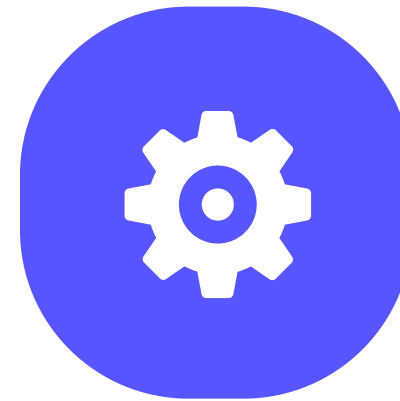
- overall work plan
- budget plan
- project time line

Project Implementation

3



Implementation



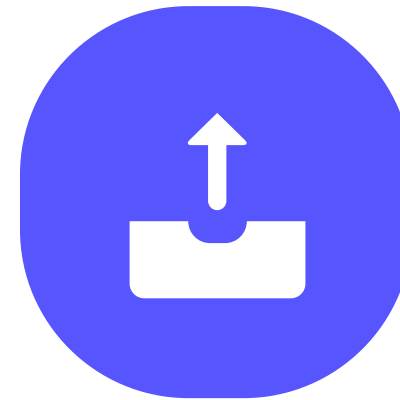
Monitoring



Evaluation



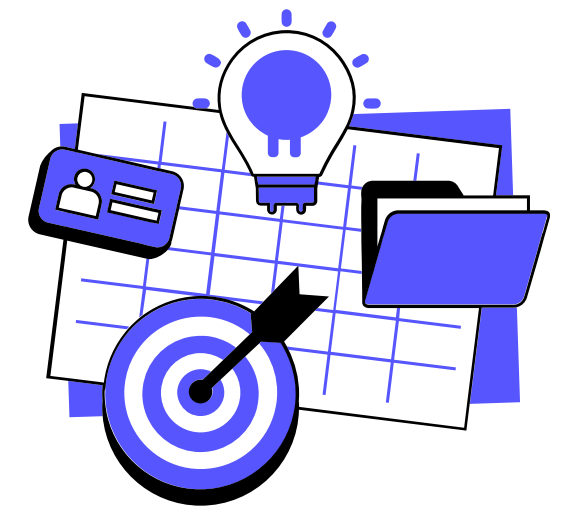
Impact



Successful Case: IP Utilization Promotion

One IP One Product Initiative

3



01

Kick-Off Phase

Selection of Beneficiaries and In-Person Engagement. Workshop and Mentoring on Individual Brand management for the One District One Product (ODOP) Initiative of Lao PDR

02

Brand Development

Mentoring and Design Support – Following the in-person engagement, the individualized assistance. It will comprise of further training or mentoring conducted online and design support to create brand assets.

03

Trademark Protection

Protecting intangible assets through registration or other mechanisms. Protect their trademark as well as conduct further training and mentoring to protect other forms of intangible assets (such as trade secrets and copyrights).

04

Business Scaling Up

Business Support & Networking for beneficiaries – This “bonus” phase is added to help business realize the benefits of branding. Business support activities, including match-making with vendors, distributors and access to-market



ງານຝຶກອົບຮົມໂຄງການ ຫຼັກສູດຊັບສິນທາງບັນຍາສຳລັບ MSMEs

ການສ້າງຍີ່ຫໍ້ ແລະ ຈົດທະບຽນ ເຄື່ອງໝາຍການຄ້າ



ອອກແບບ ແລະ ພັດທະນາ
ໂລໂກ້



ອອກແບບ ແລະ ພັດທະນາ
ສິ່ງທຸ້ມທໍ້



ຈົດທະບຽນ
ເຄື່ອງໝາຍການຄ້າ



ເຂົ້າຮ່ວມງານ
ວາງສະແດງສິນຄ້າ



ການຢ້ຽມຊົມທຸລະກິດ
ຊັບສິນທາງບັນຍາ



ການຢ້ຽມຊົມທຸລະກິດ
ຊັບສິນທາງບັນຍາ





ທຶນຊ່ວຍເຫຼືອລ້າ

ສົ່ງເສີມສິນຄ້າພື້ນບ້ານ

ONE IP ONE PRODUCT

Luangphabang

ການສ້າງເຄື່ອງໝາຍການຄ້າ ແລະ ຍີ່ຫໍ້



ບຸນທະວີ ຢາພື້ນເມັດ
Bounthavy Herbal



ລົງຢ້ຽມຢາມ ກຸ່ມຜູ້ປະກອບການ
ສ້າງເຄື່ອງໝາຍການຄ້າ ແລະ ຍີ່ຫໍ້
ລົດຕະພັນ (C)



ສາທາລະນະລັດ ປະຊາທິປະໄຕ ປະຊາຊົນລາວ
ສັນຕິພາບ ເອກະລາດ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນະຖາວອນ
ພິທີມອບສົມ
ສິນຄ້າພື້ນບ້ານ ປະຊາທິປະໄຕ ເອກະພາບ ວັດທະນະຖາວອນ

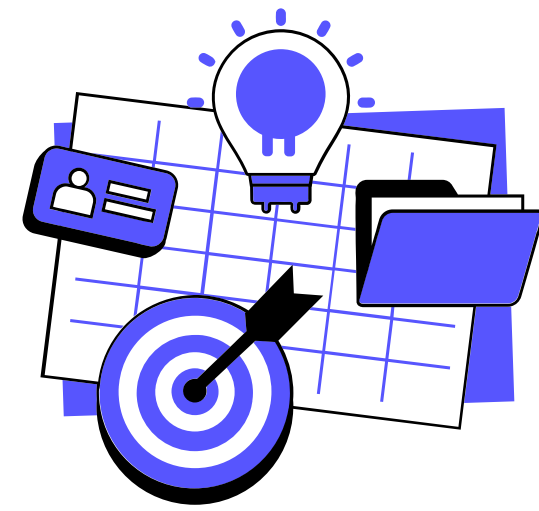


ເອຊີລິດາ



Other examples: IP Awareness, IP Utilization, Capacity Building

3



Young Innovator

Project on Intellectual Property (IP) for Youth Innovation in Laos: Partnership with Young Innovators and Researchers

WIPO Green

To identify pertinent challenges and specific technology needs in support of solving environmental challenges and climate change adaptation of the coffee sector in Lao PDR

Branding for Design School

Project for Skill-Based Learning and Mentoring for Design School Professors, Students and Alumni in Laos PDR

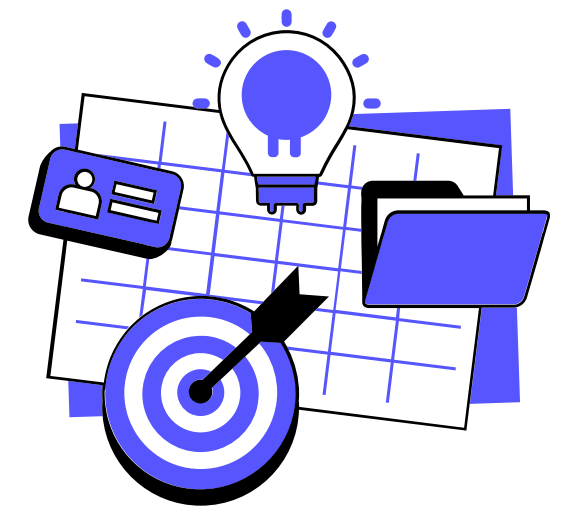
IP Management Clinic

WIPO IP Programs and Tools for SMEs, the art of using IP to sweat for the business, deep-dive diagnosis and strategy sessions

Creative Industry

National Competition and IP Boot Camp for Young Content Creators active in Social Media following the ASEAN TikTok Competition of 2023



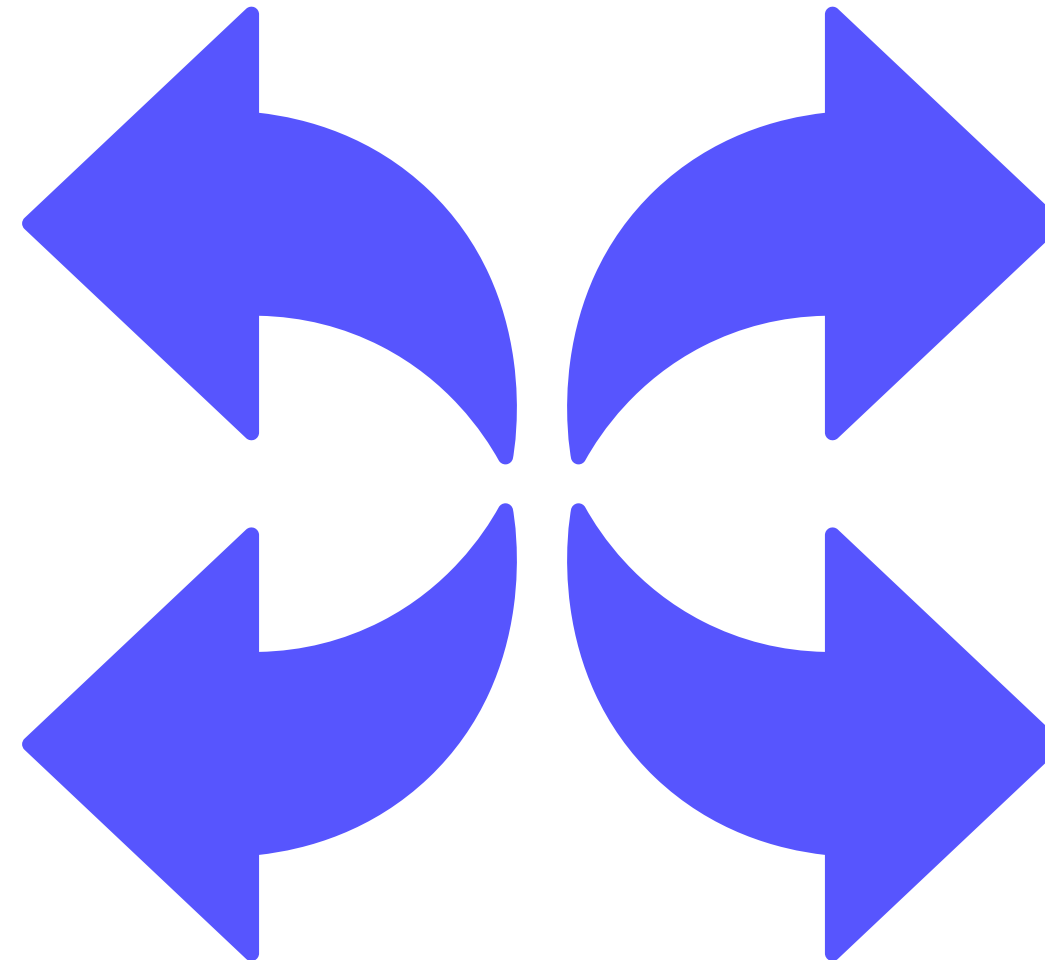


Project Alignment

Finding a good match for your projects
(your need meets what your partners
provide)

For better outcome

be as specific as possible about your
project's objectives and goals, so you
can get specific solution



Implementation

Good matching, great start, excellent
outcomes

Cooperation

Throughout the projects help you
strengthen close collaboration and
good partnership



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**THANK
YOU**

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www.dip.gov.la

