The WIPO Worldwide Academy

"Igniting the power of the human intellect"

General Information
Table of Contents

Message from Dr. Kamil Idris
Director General of World Intellectual Property Organization (WIPO) 3

Message from Dr. Mpazi Sinjela
Dean of WIPO Worldwide Academy 4

The WIPO Worldwide Academy
"a remarkable history of growth and development, with some challenges ahead“ 6

One-of-a-kind Student at the WIPO Worldwide Academy 10

Policy Development Program
"serving policy advisors and decision-makers“ 11

Professional Development Program
"enhancing and invigorating IP Office resources“ 14

Distance Learning Program
"leveraging new technologies to disseminate IP teaching“ 18

Education and Degree Program
"teaching and educating the younger generation“ 23

Research and Executive Program
"IP education and research in a business environment“ 26

Special Program 30

The Way Forward 32

Starting Them Young 33

Staff of the WIPO Worldwide Academy 35
Message from Dr. Kamil Idris

When we created the WIPO Worldwide Academy in 1998, there was a clear need for WIPO to offer a more focused approach to IP education and training for human resources development. I knew that need would increase, just as it was obvious that IP would become a central instrument for policy creation across all branches of governments for economic, social and cultural growth and development.

I am very pleased that the Academy has more than met that original challenge, and has grown and matured into the worldwide center of excellence for IP education, training and research which it is today. It is active in every one of our 183 Member States, and through its Distance Learning Program, it reaches out across all lines and boundaries by making effective use of the new technologies.

There is no IP subject matter which is not within the Academy’s sights, if not already offered. And the numbers of students, graduates, government officials and other policy makers and advisors who have benefited from Academy programs and activities increases each week.

I want to confirm this Organization’s support for the Academy’s continued expansion of activities and programs, and for its steady march toward worldwide IP education, training and research. I know we can count on the Academy to deliver, because its history is certainly preface to a bright and successful future.

Dr. Kamil Idris
Geneva
February 2006
The WIPO Worldwide Academy is the sole educational institution in the world offering intellectual property (IP) education in Arabic, Chinese, English, French, Portuguese, Spanish and Russian. We are an ambitious educational institution of excellence where east meets west, and north meets south, for IP education, training and research.

Our programs are designed to meet the needs and demands of diverse groups worldwide, including lawyers, engineers and scientists, R&D institutions, public administration, business community, law enforcement and customs agents, decision makers, policy advisors, students, indigenous communities, and the general public. The various programs and methodologies that allow the Academy to reach its diverse and numerous audiences are described in this brochure.

The Academy is poised to become one of the best IP Institutions in the world, a one-stop forum for human resources development in IP. We offer practical, hands-on training, diploma and degree programs, and an array of specialized stand-alone courses designed to meet individual, sector and major constituency needs and demands for IP education, training and research.

Different methodologies and pedagogy have been devised and are employed to offer programs which respond to the needs of the diverse beneficiaries. A unique methodology, combining face-to-face training with state-of-the-art distance learning programs, has made it possible for the Academy to meet its objectives. People in remote parts of the world, who would otherwise be unreachable, as well as those who are able to travel to Geneva, have all been given the unique opportunity to acquire IP education from the Academy.

Strategic partnership with institutions of higher learning has given the Academy a rare and unique opportunity to provide practical training, degrees and certificates in specialized IP areas. The educational programs with more than 25 national IP offices and regional organizations, as well as renowned universities, give just a cursory view of the level, depth and rigor of the training which the Academy organizes, delivers and supports worldwide.
The Academy draws its strength from being a part of the World Intellectual Property Organization, where we have the unique ability and opportunity to draw upon a wealth of technical, cultural and IP-specific expertise. Additionally, the Academy has, over the course of its short lifespan, established an international corps of eminent academicians and practitioners as faculty.

Each and every day, codification and progressive development of IP law takes place at WIPO. The Academy is, therefore, able to bring into its programs not only the latest topical issues, but also to give its students an inside view, often in real time, of how IP laws are negotiated; how an IP treaty or convention is adopted at a Diplomatic Conference; and how IP laws are implemented at the national level. This ability is an integral part of why and how the Academy is the world's most unique IP institution.

This dynamic institution strives to meet the needs of IP human resources development for the Member States of WIPO. This commitment is embedded in the realization that IP is an important tool for national development starting with the individual. It ought to be perceived by all in that light in order to realize their potential for harnessing the benefits of creativity in arts and sciences, for sharing of progressive discoveries and inventions that lead to a better standard of life, and for a vibrant future for human kind.

I invite you to visit our website (http://www.wipo.int/academy) and enroll in one of our programs for a unique IP learning experience. And I offer my appreciation and thanks to all those many people, partners and institutions who not only see our dreams and visions for the future as we do, but who are helping all of us to achieve and realize those same dreams and visions.

The power of the human intellect is evident through the participants in the WIPO Academy programs
The WIPO Worldwide Academy (the Academy) was founded in March 1998 by the Director General of the World Intellectual Property Organization (WIPO), Dr. Kamil Idris, shortly after his first election as Director General in 1997. Dr. Idris’ vision was for WIPO to competently and effectively respond to the increasing requests, even demands, for human resources development in the field of intellectual property (IP). His vision assumed that IP would become one of the most critically important factors, and policy instruments for governments, in economic, social and cultural growth and development—a vision which has proven today to be an acknowledged reality.

In his inaugural address to the General Assembly of the WIPO in 1998, the Director General underscored that a major pillar of his administration would be the demystification of IP. This, he foresaw, would make IP accessible to people in all walks of life, in all professions, and for all businesses, governments and nations. WIPO Member States, who shared his vision, unanimously supported and approved this key approach.

From its inception, and always building upon this perspective, the Academy’s objective is to respond ably and professionally to the great demand for IP knowledge and training of human resources at all levels. Demands emanate not only from WIPO Member States, but also from industry and the private sector, from universities and academia, from civil society, and from consumers and the public.

With its auspicious beginnings in 1998, the Academy has grown in strength in a consistent and expanding path. When the Academy was created, its major objective was to demystify IP, through education and training of human resources at all levels. Today, the Academy responds to the ever increasing demand for IP education, training and research through greatly expanded programs and activities, and by strategic partnerships and affiliations, through new in-person training and unique digital and on-line programs, and by organizing global events which bring together world renowned individuals, professors, writers, and government officials relative to the future of IP education, training and research.

“The future for a bright global IP landscape lies in nurturing and challenging young minds on the virtues of IP.”
The evolution of the Academy as a professional, worldwide institution dedicated to IP education, training and research, reflects WIPO’s clear commitment to serve and benefit all IP stakeholders in all their activities, businesses and government policies.

In the information technology age knowledge and IP-based assets have become key factors in global competition and economic growth. IP has not only taken center stage—it has become that stage. It is the platform upon which nations and multi-national enterprises (MNEs) compete, upon which small and medium-sized enterprises (SMEs) grow and distinguish themselves as successful competitors, and through which individuals shape their work, their environments and their futures.

The educational role of the Academy essentially begins with its 183 Member States; its primary goal is to create a better understanding of the role that the IP system plays as, **inter alia**, a key policy instrument in economic, social and cultural development. To do this, the Academy promotes awareness and education regarding the current international legal framework provided by the various international IP treaties and conventions, particularly those which WIPO administers, as well as the Agreement on Trade Related Aspects of Intellectual Property (TRIPS Agreement) of the World Trade Organization (WTO).

The Academy’s role in human resources development, however, is much more expansive than the above mentioned treaties and conventions. This encompasses the training of IP professionals, policy makers, judges, diplomats, students, IP teachers, civil society and the public.

In fulfilling its global mandate, the Academy has entered into relationships providing it with strong support and broad cooperation with many worldwide partners, such as national IP offices in every Member State, and fellow academic institutions and renowned universities. Academy graduates and program participants gain knowledge and expertise which not only assists them in their personal and professional activities, but also extends the Director General and Member States’ vision for WIPO and the global IP system, by creating a “culture of intellectual property” in all parts of the world. Because as educators worldwide know all too well, the seeds we plant today will surely manifest themselves in the future—and the Academy is busy planting IP skills like seeds every day of every year.

“I was aware about the laws and acts of copyright and related rights regarding my country, but I lacked the international perspective of this issue, and I did not know how it was dealt with in other countries. The Academy training enlarged my information in such a good way, and provided new instructional materials to help solve the relevant problems. I know it is our role now to bring into effect what we have learned, and I am sure I am going to do it, at least in my court."

**O.R., Judge, Lebanon.**
The WIPO Worldwide Academy

The accelerating and expanding demand for IP education, training and research is seen in literally every area and focus of both WIPO, and the Academy as its educational component. Core subjects of IP, including copyright and related rights, patents, trademarks and industrial designs, are sought by more and more constituents and groups. The Academy has undertaken an expansive array of programs to satisfy those human resource development needs.

Furthermore, there is a growing demand for expanding IP education and training to include the business aspects of IP such as ‘IP valuation’, in industrial research and development (R&D), in the sciences and engineering, in economics, and in several related fields where IP makes the difference between success... and everything else.

The International Symposia on IP Education, Training and Research are organized by the Academy to bring together the leading professors, writers and thinkers on IP education and training. They give unambiguous indications that IP is expanding to business, R&D and everyday life of the individual, that the demand is growing at an exponential rate due to advances in technology, and that the services, programs and faculty of the Academy are necessary and more in demand than ever before.

The Academy responds to emerging and expanding needs by regularly streamlining its operations, to further enhance the delivery of its programs and activities.

Each participant is challenged to stretch their intellect past established boundaries to new horizons.
The **Office of the Dean** of the Academy has been created to oversee, in the most visible and supportive manner, the growing activities and programs which the Academy undertakes and executes. Being the first Dean of the Academy, Dr. Mpazi Sinjela, dedicates his inspiration and energy to every facet of the Academy.

Each one of these programs, which is profiled in more detail within this General Information brochure, reflects the Academy in action, in everyday life as the manifestation and execution of our vision as to how IP education, training and research should effectively and professionally be custom tailored and made accessible to all persons, in all Member States… worldwide.
One-of-a-kind Student at the WIPO Worldwide Academy

When Radim Charvat sent an e-mail to the administrator of the Distance Learning Program, he indicated: “I am blind and I study at the Faculty of Law (in the Czech Republic). Do you think I could take part in this course and could gain the certificate?” Radim was warmly welcomed into the General Course on Intellectual Property (DL-101), and the rest is history, as they say.

His potential, and his desire and commitment, were obvious to all. Radim followed up his DL certificate with the Academy Summer School Program in 2001. The topic of his thesis in that Summer School Program was “the exhaustion of intellectual property rights.” As indicated below, with his experience at the Academy, Radim became an expert in that area of IP law—his personal fortitude allowed him to become an expert in the other areas of his life.

Radim was the recipient of the WIPO Academy Scholarship, which funded his attending the John Marshall Law School in Chicago, Illinois, USA, as a Master of IP Law Student. He graduated from his law school studies “with honors,” and is currently completing his doctoral studies in IP law. His doctoral thesis harkens back to his days as an Academy summer school student: “Principle of Exhaustion of Intellectual Property Rights in the Czech Republic, European Union, United States of America, and under International Treaties.”

In the midst of all of these studies, Radim served an internship at the U.S. Copyright Office, has become a member of the European Communities Trademark Association, and gives lectures as part of the Law Faculty at Masaryk University in the Czech Republic. He writes IP law articles for Czech law journals, and one of his articles was printed in Trademark World magazine. He is currently working in a law office, and specializes in copyright and trademark matters.

We in the Academy are honored and privileged to personally know Radim Charvat, to have worked with him, and to have seen what true dedication and commitment are really about. Being visually impaired was just another obstacle which he overcame with grace and class, and we are proud to call Radim an “Academy Alumni.”
“serving policy advisors and decision-makers”

The Policy Development Program is designed to create an appropriate forum for the highest levels of policy makers and others of similar rank to discuss and learn about IP and the IP system, to deepen their understanding of the critical importance of IP to economic, social, cultural and technological growth and development, and to better understand the value and benefits all countries derive from the incentives and infrastructure which the IP system provides.

The innovation culture, the stimulation of new products and services to benefit all levels of society, and the increasingly important percentage of GDP which IP based industries create, are only some of the topics which policy makers discuss in these various meetings, seminars and colloquia, to supplement the focused knowledge of international IP treaties and conventions, the implementation of IP into a nation’s infrastructure, and the enforcement of IP at all levels, among other important themes and subjects.
General Information

Policy Development Program events are organized for a wide range of high level policy makers, and the following are samples of types of events organized under this Program heading:

- **Intellectual Property for Ambassadors and Diplomats** from the Permanent Missions in Geneva.

- **Academy Sessions on Intellectual Property** for Participants of the World Trade Organization (WTO) Trade Policy Course in Geneva. The Academy cooperates closely with WTO on various levels and programs, and these Academy Trade Policy sessions are an integral part of the WTO Trade Policy Course offered to WTO Member officials.

Profile of Participants

2002 – 2005

Policy advisors and decision makers, judges and law enforcement agents, are a regular feature at the specialized programs of the Academy.
Colloquia on IP for Government, Law Enforcement, University and Industry High Level Officials. At the end of the meetings, declarations are often issued, which call for inclusion of IP in national development programs as a tool for economic development.

WIPO-Patent Offices Academy Sessions for Heads of IP Training Institutions, are sometimes supported by the Funds-In-Trust arrangement between WIPO and donor countries.

WIPO-WTO yearly Colloquia for Teachers of IP in Geneva for IP Professors from developing countries, with a two-week session at both WIPO and WTO headquarters.

WIPO Academy Fora for the Judiciary on Enforcement of IPR, helping judges from developing countries to deepen their knowledge of IP laws, and to exchange views with fellow justices from other countries.

As the name evokes, the WIPO Worldwide Academy offers courses to a worldwide audience in seven languages.
“enhancing and invigorating IP Office resources”

Enhancing IPO resources
One of the most critical links in the IP system is the national IP Office (IPO) in each of WIPO’s Member States. The IPO is the focal point for IP activities, legislation, industry and private sector interface with government, and a great source of IP information and assistance to consumers, the public and civil society.

It is in the best interests of all parties concerned that the human resources in each IPO are provided with the best and most up to date IP information, education, and training—the Academy has been actively providing training to this cadre of human resources since its inception. The Academy Professional Development Program provides education and training to IP officials working in IPOs in developing and least developed countries, and countries in transition to a market economy. That training enhances IP-based skills and knowledge, and raises the level and efficiency of services and products in each IPO. Training courses and seminars are offered every year, to officials from the intermediate to the highest levels. The courses are conducted with several of the Academy’s partner institutions, such as the IPOs of Algeria, Austria, Canada, Czech Republic, Denmark, Egypt, Finland, France, Germany, Israel, Morocco, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland and the United Kingdom, the European Patent Office (EPO), the African Intellectual Property Organization (OAPI), African Regional Intellectual Property Organization (ARIPO) and the European Union Office for Harmonization in the Internal Market (Trade Marks and Designs) (OHIM).

These courses are intensive, in that they are often divided into two or more segments, generally in Geneva, then in one of the partner IPOs, and then a follow-up segment in another city. Courses are divided into copyright and related rights; patents; and trademarks.

Academy sessions build critical links with high level officials and policy makers in each of WIPO’s Member States
The methodologies employed reflect the foregoing:

(1) **Theoretical and Practical Components**

Most of the courses provided under the Professional Development Program include theoretical and practical components. The theoretical component takes place in Geneva. In this part of the training, the emphasis is placed on lectures delivered by WIPO experts, on case studies relevant and timely to the subject matter, and on group discussions. The second part of the training, the practical component, takes place at a partner institution for between two to five weeks, and involves practical exercises aimed at refining both knowledge and skills, for instance, search and examination procedures.

(2) **Distance Learning Component**

The two-yearly Interregional Intermediate Seminars, one on Industrial Property, and the other on Copyright and Related Rights, are provided at the intermediate level. To participate in these courses, candidates must complete the Academy Distance Learning General Course on Intellectual Property (DL 101), which is set as a pre-requisite for each course. This has enabled the Academy to upgrade these particular courses to the intermediate level, instead of otherwise dealing with introductory aspects of IP.

(3) **Follow-up Sessions**

The follow-up session is a new format initiated in 2004, and implemented for the first time in 2005. The two courses offered jointly with the Swedish Government follow this format. Each course encompasses four phases.

WSO experts serve as mentors for the Academy programs to ensure that no participant is left behind.

“**The Academy experience has served to motivate our staff. In fact, we have seen a vast improvement in the work of the two staff members that have received training so far, and for this, we are thankful.**”

CS, Jamaica Intellectual Property Office.
• Assessment Phase (identification of the IP needs in the candidate’s own country);
• Training course in Stockholm for three weeks;
• Country project (in the candidate’s own country); and
• Follow-up session in a developing country (where each participant presents the results and findings of his/her project).

The follow-up session takes place six months after the Stockholm phase.

“As soon as I arrived in my country after the Academy training, I began to understand how necessary and practical the experience was for me and the knowledge I gained. I began to use that training from the first day of my return to my job. The Ministry of Justice had just issued a new Act, and I used my training and the materials which we received to prepare an official analysis of the Act from our department. Also, we had the opportunity to make contacts with colleagues from all around the world, and I am sure they will help me in my job, especially their experience of the different IP protection systems in their country.”

N.G., Lawyer, NIPC, Georgia.
IP summer School

The Professional Development Program also organizes the Academy IP Summer School, where students, professionals and even lawyers come to the WIPO Academy for a month of intensive lectures, classes, thesis research and writing, and networking.

For the 2005 session, there were over 600 applications for the 40 positions available, all of which were self-financed. Students come to the Academy as individuals with a purpose—they leave as an IP network.

“We arrived as 37 individuals, we left as an IP network.”

“Thanks to the WIPO Academy, we can now act as IP Ambassadors.”

Participants in the WIPO Worldwide Academy 2005 Summer School Program
“leveraging new technologies to disseminate IP teaching”

The Academy adopted distance learning as an innovative teaching approach in order to expand its educational mandate. Since its launch in 1998, over 60,000 people in over 160 countries have taken the “General Course on Intellectual Property” (DL 101). Registrations have steadily increased; the beginning of each course is marked by an expanding student audience. Distance learning keeps the promise of bringing intellectual property (IP) to ever wider sectors of society worldwide, bridging the gaps of distance and time, and reducing the costs of access to education.

The range of courses offered is also expanding. The development of new course content, leading to the creation of a comprehensive IP curriculum, was a priority for the Academy in 2004 and 2005. In addition to the General Course on Intellectual Property (DL-101), at present, the Program includes a Primer on Intellectual Property (an easy-to-read introduction to the fundamental concepts of IP); and four advanced courses: Copyright and Related Rights (DL-201); Electronic Commerce and IP (DL-202); Introduction to the UPOV System of Plant Variety Protection under the UPOV Convention (DL205); and Intellectual Property and Biotechnology (DL-204).

New Academy Courses
In 2006-7, the Academy will launch five additional Advanced Courses: Patent Drafting (DL-208); Patent Search (DL-209); Patents (DL-301); Arbitration and Dispute Settlement (DL-302); and IP for Small and Medium Sized Enterprises (DL-303).

In addition to the distance learning courses already available, the Academy is continuously working on the development of additional specialized courses to enrich its course selection and provide students with a constantly expanding curricula of courses.

Profile of Participants

The Academy, through its Distance Learning Program, manages to capture the minds of a worldwide audience in their own environment.

The development of distance learning courses is based on the actual demand of different categories of end-users. The identification of specific target audiences for different types of courses is the first step in the process of designing distance learning modules. In addition to personnel who work in the national IP offices, groups such as Government officials, business managers in industry, lawyers, patent agents, engineers, economists, journalists and university students can and do benefit from the Academy’s tailor-made courses, which address both general and specific IP issues.
Distance Learning Faculty

At present, the Academy Distance Learning faculty is composed of over 80 professors from universities and institutions of higher learning around the world, working in the seven languages used at WIPO (Arabic, Chinese, English, French, Portuguese, Russian and Spanish). As the distance learning student audience expands, the DL faculty also continues to integrate new members.

According to the type and level of the course, each tutor provides support to a group of between 50 and 60 students. Throughout the session, tutors support students by responding to their questions concerning the course. Communication is by e-mail or through an Internet discussion forum. The tutors also mark final exams, which entitle successful students to a WIPO Academy Certificate.

Anyone can enroll online for the distance learning courses (at: http://academy.wipo.int). The learning method is flexible, and permits participants to study in their own time, at their own pace and in a location convenient to them.
In order to tackle the special circumstance prevailing in developing countries and countries in transition to a market economy, the Academy works with strategic partners in those regions. The following are a few examples:

**Korean Intellectual Property Office (KIPO) and the Korean Invention Promotion Association (KIPA)**

In cooperation with Korean Intellectual Property Office (KIPO) and the Korean Invention Promotion Association (KIPA), which comprises 12 major Universities, the DL-101 was made part of the Korean Distance Learning in IP (DL-KL101). The objective of this course is to simultaneously teach the international and the Korean intellectual property laws. Since its inception in 2004, 450 students have taken this 12-week course.

**Special Agreements**

**Federal University of Rio Grande Do Sul (UFRGS), Brazil**

Using its distance learning platform, the WIPO Worldwide Academy offers its distance learning courses to universities and IP offices on a “special request basis.” In cooperation with the Federal University of Rio Grande Do Sul, the DL-101 was included in that institution’s accredited graduate curricula. In 2004, 450 students were enrolled in that program.

**Ministry of Education and Science of Ukraine**

In response to the request by the Ministry of Education and Science of Ukraine, State Department of Intellectual Property, WIPO authorized the translation of the DL-101 into Ukrainian. The course has been disseminated in 9 higher education institutions in Ukraine since 2005.

The Mexican Institute of Industrial Property (IMPI), similar to a number of other IP Offices, has adopted a policy to take DL courses for in-house career development. Dean Sinjela, WIPO Academy and Director General Jorje Amigo Castañeda, IMPI Mexico, speak to 120 graduates of the DL-101 in 2006.
Distance Learning Program

The WIPO Worldwide Academy Distance Learning Courses are one of the most effective modalities through which the Academy reaches out to the world, bringing IP education to everyone and anyone who needs it. We hear often that through the DLCs, we are “reaching the unreachable.” At the Academy, we do not see this issue in quite that way: we are reaching out to everyone who has the need, or the desire for IP education and training. Through programs in IP education and training, we are bringing opportunity for today, and most importantly, for a bright and vibrant tomorrow.

Distance learning courses of the Academy are also offered to staff of WIPO as part of their career development

Number of DL Participants

[Chart showing number of DL participants from 2002 to 2005]
A key strength of the WIPO Worldwide Academy is its strategic use and deployment of the latest information and communications technologies. The Distance Learning Program is perhaps the best example of how the Academy is able to reach out to everyone and anyone who wants IP education and training using the Internet and e-mail. Distance is no longer an obstacle to IP education.

Another very promising technology which the Academy uses is the WIPO Video Conferencing. This enabling technology makes the physical location of resources, and resource persons no longer a hindrance to offer enhanced and interactive IP education.
The Education and Degree Program was created to fulfill the need for teaching and educating the younger generations in the field of intellectual property, and for the training of trainers in IP. The Program is dedicated to developing and offering intellectual property programs and is mostly carried out in cooperation with other higher educational institutions of excellence.

In view of the increasing importance of the protection of and the incentives provided by the intellectual property system worldwide, and in a concerted effort to contribute to the development of human resources in this dynamic field, the Education and Degree Program offers advanced IP training in all areas of intellectual property law. This presents us with the additional benefits of bringing an enhanced focus to:

- the international dimension of the subject matter;
- the multi-lateral context in which the international treaties and conventions are negotiated and implemented; and
- the diversity of cultures, industries, businesses, and levels of development in which the IP system operates.

The target audience for this Program is far reaching, ranging from young professionals studying in universities, to government officials dealing with the protection of intellectual property.
“Education is not about filling a bucket, it’s about lighting a fire.” With that saying constantly in mind, the Academy is assisting a number of universities throughout the world in designing courses on intellectual property and in the teaching and training of human resources. Under this Program, the Academy has entered into cooperation Agreements with higher education institutions for the following programs:

• **Master of Laws (LL.M.) in Intellectual Property**, with the University of Turin, Turin, Italy ([http://www.turin-ip.com](http://www.turin-ip.com));
• **Master Program in Human Rights and Intellectual Property Rights Law** (LL.M.), with the Raoul Wallenberg Institute/University of Lund, Sweden ([http://www.jur.lu.se](http://www.jur.lu.se));
• **Postgraduate Diploma Course in Intellectual Property**, with the Indira Gandhi National Open University (IGNOU), India ([http://www.ignou.ac.in](http://www.ignou.ac.in));
• **Specialization in IP**, with University of South Africa (UNISA), South Africa ([http://www.unisa.ac.za](http://www.unisa.ac.za));
• **Diploma Course**, with the University of Bucharest, Romania;
• **Cooperation for Higher Education**, with the National Technical University of Ukraine, Kiev, Ukraine;
• **Cooperation for Higher Education**, with the Federal University of Rio Grande Do Sul, Porto Alegre, Brazil.

Every local, national and regional area of the world has its own challenges and specific requirements. Every country should therefore develop an intellectual property culture, and the necessary IP infrastructure and incentives, appropriate to its needs. It is in this context that the Academy organizes training and other educational programs and activities, so that the students of today will be the trainers, professors, attorneys, judges and leaders of the IP world of tomorrow.

*Graduates of the class of 2005 of the Master of Laws (LL.M.) in Intellectual Property program at the University of Turin, jointly organized by the WIPO Worldwide Academy, with the assistance of the Government of Italy, and the ILO*
The **Specialization Program in Intellectual Property** delivered through the University of South Africa is a program designed for academics and professionals. The focus of the curriculum is on the special circumstances prevailing in developing countries. The modules approach the subject matter against the background of international conventions and the obligations they impose on developing countries. It is then demonstrated, using South African law as an example, how these obligations can be fulfilled. Students are expected to examine the law of their own country to determine how these obligations have been fulfilled, or how they should be approached.

As part of their orientation, Master of Law students spend one week at WIPO Headquarters to learn practical aspects of international protection of IP.
"IP education and research in business environment"

The WIPO Worldwide Academy has recently established a Research and Executive Program in order to support the emerging demand from the different sectors of industry for refined, focused study of intellectual property for more business-oriented IP education, training and research.

The IP system, and its infrastructure and incentives, is one of the most important foundations upon which modern business operates. One of the prime objectives of the Research and Executive Program is to demonstrate that the strategic use of the intellectual property system adds value, thus illustrating the central message of the WIPO Director General Kamil Idris that intellectual property is a "power tool for economic growth and development."

The specific domain of IP research remains to a large extent uncharted territory. This component of the Program examines, among other things, the potential role and impact of IP research on economic growth and development, on international trade and investment flows, and on the growth and success of business at the SME, firm and industry levels. The Academy is to examine and undertake research projects of interest to Member States, and to specific industries, companies and other interested parties. To achieve this, it draws on the reservoir of technical expertise
within WIPO, and in cooperation with its partners in industry, academic bodies, national IP offices, and national and international institutions. Due consideration will be given to the development of case studies and comparative studies, and to the publication of articles and papers on relevant subjects such as the role IP plays in stimulating innovation and creativity, in enhancing competitiveness and in securing and in preserving access to international markets.

The executive component of the Program was created in order to deliver high quality, focussed and business-specific IP education for senior, middle and junior level management of companies and R&D institutions. Delivery of the business-specific IP education and training takes place in partnership with renowned higher institutions of learning in the fields of law, business management, engineering and technology, and is taught by skilled and experienced faculty. Teaching methods include, depending on the subject matter of the program, group discussions, case studies, examination of best practices, and real life experiences and situations.

The Research and Executive Program is a promising example of how the Academy intends to respond to the accelerating demands for IP education and research in all sectors and at all levels. With the only limitation being the extent of its resources, the Academy’s objectives are to meet these challenges head on—in this case, for applied IP research and for focused training and education of executives—and to bring IP to anyone and everyone who wants IP… or who needs it.
The WIPO International Symposium on IP Education and Research, which was organized by the Academy at WIPO Headquarters on June 30 and July 1, 2005, is a very important event in the history of the Academy because of, inter alia, (i) the presenters; and (ii) the consensus of the symposium relative to the future of IP education and research.

The Academy assembled a group of world renowned experts, professors and writers to examine the question of IP education and research and to give their recommendations. In the order of their appearance at the event, they were: Keith Maskus, Professor and Department Chair, Department of Economics, University of Colorado, United States of America; Guillermo Cabanellas, Doctor en Derecho, University of Buenos Aires, Argentina; Jakkirt Kuanpoth, Faculty of Law, University of Wollongong, Australia; N. S. Gopalakrishnan, Director, School of Legal Studies, Cochin University of Science and Technology, India; Kouliga Daniel Nkiema, Professor, University of Ouagadougou, Burkina Faso; Joseph Straus, Managing Director, Max Planck Institute, Germany; Andrew Christie, Professor, Intellectual Property Research Institute of Australia, University of Melbourne, Australia; Mihály Ficsor, Director, Center for Information Technology and Intellectual Property (CITIP), Budapest, Hungary; Shigeo Takakura, Executive Manager, Human Resources Development Center, National Center for Industrial Property Information Training (NCIP), Japan; Tom Ogada, Lecturer, Moi University, Eldoret, Kenya; Maroun Boustani, Dean, Institut supérieur de la Sagesse pour l’enseignement du droit, Université La Sagesse, Beirut, Lebanon; Xu Chao, Deputy Director General, National Copyright Administration of China (NCAC), Beijing, China; André Lucas, Professor, Faculté de droit et de sciences politiques, University of Nantes, France; Ana Maria Pacon, Profesora y Miembro del Consejo Consultivo de la Maestría, Catholic University of Lima, Peru; Ruth Soetendorp, Professor, Intellectual Property Management, Bournemouth University, United Kingdom; Jerome Reichman, Bunyan S. Womble Professor of Law, Duke University, United States of America; Cathy Garner, CEO, Centre for the Management of Intellectual Property in Health Research and Development (MIHR), United Kingdom; Matthieu van Kaam, Chief Country Officer, Philips Intellectual Property & Standards, The Netherlands.

The WIPO International Symposium on Intellectual Property (IP) Education and Research brought to Geneva top professors, authors and professionals to analyze the accelerating demand for IP education and research.
With unanimity these experts called for an enhanced and more comprehensive approach to IP education and research. Emphasis was put on encouraging broad-based understanding and more effective use of the IP system as a key tool in promoting economic, social and cultural development.

Additionally they:
• called for more resources to be made available to support the development of IP-oriented curricula relevant to both secondary schools and universities;
• underlined the merits of an interdisciplinary approach, which integrates IP into disciplines such as economics, business, trade, sciences, engineering and culture, to improve understanding of the role of IP as a key element in the process of creating valuable knowledge assets;
• emphasized the role of IP education in producing the necessary expertise to promote the effective development and use of the IP system to accelerate wealth creation in the knowledge-based global economy;
• recommended IP education and research as a way to leverage more effective sharing of information and resources among different players to foster deeper and more fruitful partnerships and cooperation at local, national and international levels.

The participants in the Symposium also noted certain pressing needs in IP education and research, such as:
• encouraging and advocating at the highest policy level the strengthening of governmental support for IP education and research in the context of development;
• helping developing countries in establishing institutional bases (e.g., IP research centers) and more effective mechanisms to collect and disseminate current and relevant documentation for IP education and research (IP libraries);
• developing the inter-disciplinary nature of IP in curricula;
• bringing of other partners, such as those in the field of economics, business management, engineering, science and technology, culture, environment and sociology into that process;
• conducting of IP research from a national strategic perspective to facilitate national debate and policy formulation in developing countries;
• exploiting of various new and different sources of funding to enhance IP education and research;
• conducting of joint research operations involving researchers from both developed and developing counties, in an attempt to find common grounds for the further development of the IP system;
• developing a range of models of IP curricula tailored to the needs of different target groups such as engineers and business managers;
• developing mechanisms allowing universities to collaborate internationally through, e.g., teacher and student exchange programs to promote sharing of teaching materials and useful information about IP issues.

Even though the Academy has been hard at work on many of the issues, as well as the suggestions raised by the participants, the enthusiastic support and expert advice which was gleaned from the Symposium has given the Academy even more challenges. At the same time, the cohesive focus and the clarity of vision offered by the Symposium has broadened the Academy’s base of partners, institutions and individuals who offer support and assistance to the Academy in respect to its various worldwide programs and activities.

The Academy listened to these respected voices and heeded the lessons therein. It is now pursuing a course of action predicated on their recommendations.
External Speakers

The mandate of the WIPO Worldwide Academy is to promote and expand IP education and research worldwide. In accordance with that mandate, the Academy conducts IP training in every Member State of WIPO.

The Academy expanded its mandated activities by bringing high level persons from outside of WIPO into the Organization, to speak, and to share experience with WIPO staff.

In September 2005, the Academy commenced the External Speakers Program, which is intended to take place on a monthly basis. The inaugural speaker was Ms. Paula Nelson, General Counsel of IP at Nestlé, who gave a most informative presentation on Nestlé’s strategic use of IP, particularly trademarks and patents, in the highly competitive food business.

The following month Dr. Giampiero De Luca, Chief Counsel for IP at Serono, discussed the emerging biotechnology industry, its dynamic future, and underscored the important role patents play in R&D, product development, licensing and marketing of products and services.
The Academy will further organize the External Speakers Program within the Organization; informative presentations by high level external speakers will be presented, on subjects which are timely for the WIPO Staff and relevant to IP and the IP system.

Expanding awareness of IP matters, creating new relationships, and enhancing the IP knowledge base for WIPO staff can only benefit WIPO products and services to Member States, the public and all relevant constituencies which the Organization serves.
The Way Forward

Day by day, there is an ever-increasing demand, by people from all walks of life to take part in the various Academy programs and activities. For the Academy, the challenge of meeting all of these demands for more IP education and training is significant, and at times daunting. Yet, we are able and committed to forging ahead, meeting the challenges squarely, and bringing relevant, state-of-the-art IP knowledge and education to anyone and everyone who wants or needs it.

- The Academy is now primed to offer more distance learning courses to the public: more diverse application of the subject matter; more depth of coverage; and in more languages.
- We aim to expand the face-to-face training opportunities so that more people, and especially more professionals, may benefit from them.
- We intend to provide more opportunities for degree/diploma programs to respond to the need of introducing IP education beyond the traditional forum of law schools; we will pursue this objective through multi-disciplinary fields of study.
- The Academy will seek to expand the “training of trainers program,” and especially to offer it in other languages in addition to English.
- The Academy will also focus on creating opportunities for post graduate training, hopefully soon up to doctoral level. This latter goal is necessary since educational institutions of some Member States require that trainers must be holders of a doctoral degree.

To achieve these goals, the Academy will expand its network of partnerships, both academic and institutional. The private sector will also be called upon to help, particularly in respect to executive training and IP research.

We are mindful of the needs of the younger generations who request us to make them aware of the value of their own IP, and to better explain how it applies to their music, video games and books. To better serve future generations, now “children,” we intend to start programs tailored to the students in elementary and high schools. Such programs will focus on their needs and level of learning. Indeed, this head start has been made through a pilot project in China (see over).

The Academy has an expansive network of alumni in far flung areas of the world. Some of them have asked, “How can I help?” As we extend our services to the areas of need, we intend to call on the services of this dynamic network of alumni to play a part in meeting the demand for IP education, training and research. Its services could include course assistance, tutorial support, research for Academy publications, IT services, and in so many other areas.

Thanks to our common efforts and dedication, we shall continue to build together this dynamic institution, the WIPO Worldwide Academy.

The tailor-made courses of the WIPO Academy will ensure that more people from around the globe fulfill their learning objectives.
Starting Them Young

An experimental project for IP education was started in the Guandong Province of China some two years ago. The project was launched with the introduction of an IP curriculum in select primary and secondary schools, and has resulted in some surprising and prescient results. Can you imagine that after learning about IP and expanding their awareness of how IP works in their lives, these children went home and taught their parents.

The project was initiated by the State Intellectual Property Office of China. Children as early as seven years old have been introduced to the field of intellectual property. The methodology for teaching involves a series of innovative approaches, including learning about IP objects in real life, acting out different IP scenarios, team competitions, conducting quizzes, and visits to...
industry and businesses to see how IP is protected. Trips to supermarkets familiarize them with such IP issues as trademarks on products that they usually buy. Student involvement and active participation has played a key role in stimulating their interest in the subject, as well as enhancing the lessons and concepts which they have learned.

The program has been deemed a great success. The young students have since started playing an important role in the real world by teaching their parents, some of whom own businesses, what IP is all about. Some of the parents, having been awakened to the importance of IP in their family businesses, proceeded to register their trademarks, file for patents, and protect their business trade secrets.

This experiment has been an eye-opener as to where and how IP can be taught, and the huge potential results which can be achieved. This type of IP program for the young can be adapted in any part of the world to create IP awareness and an IP culture which can, in the short and long term, greatly benefit society.

The Academy salutes this far-sighted project, and the officials in the State Intellectual Property Office of China, who created and implemented it.
Staff of the WIPO Worldwide Academy

Larry Allman
Senior Fellow
Office of the Dean

Joaquín Álvarez
Consultant

Abdelhak Chaieb
Course Administrator
Distance Learning Program

Martha Chikowore
Consultant
Policy Development Program
Education and Degree Program

Christine Chuteaux
Administrative Assistant
Professional Development Program

Denis Cohen
Head / Senior Lecturer
Education and Degree Program

Gao Hang
Deputy Dean and Head
Policy Development Program

Monique Harley
In Charge of Course Administration
Distance Learning Program

Azzedine Kateb
Senior Fellow
Office of the Dean
Staff of the WIPO Worldwide Academy

Tshimanga Kongolo
Head / Senior Lecturer
Professional Development Program

Ritta Laine
In Charge of Administrative Support Policy Development Program

Maria Stella Ntamark
In Charge of Overall Administration Office of the Dean

Anil Sinha
Head / Senior Lecturer
Research and Executive Program

Mpazi Sinjela
Dean
WIPO Worldwide Academy

Caroline Storan
Assistant IT Liaison Officer
Distance Learning Program

Yo Takagi
Executive Director
Office of Strategic Planning and Policy Development

Altayework Tedla
Head
Distance Learning Program

Elaine Turner
Administrative Assistant
Office of the Dean
For more information contact the WIPO Worldwide Academy
Address:
34, chemin des Colombettes
P.O. Box 18
CH-1211 Geneva 20
Switzerland
Telephone:
41 22 338 7222
Fax:
41 22 740 1417
e-mail:
academy.mail@wipo.int
Visit the Academy website at:
http://www.wipo.int/academy
For information on specific Academy Programs contact:
Office of the Dean
e-mail: academy.mail@wipo.int
Distance Learning:
DL-101 General Course on Intellectual Property
Email: DL101e.academy@wipo.int
DL-201 Advanced Course on Copyright and Related Rights
Email: DL201e.academy@wipo.int
DL-202 Advanced Course on Electronic Commerce and Intellectual Property
Email: DL202e.academy@wipo.int
DL-203 Advanced Course on Traditional Knowledge and Intellectual Property
Email: DL203e.academy@wipo.int
DL-204 Advanced Course on Biotechnology and Intellectual Property
Email: DL204e.academy@wipo.int
UNISA Intellectual Property Law Specialization Program
Email: DLUNISA@wipo.int
General enquiries about the Distance Learning Program
Email: DLmail.academy@wipo.int
Research and Executive Program
Email: execed.academy@wipo.int
Summer School
Email: summerschool.academy@wipo.int
Education and Degree Program
General enquiries
Email: academy.mail@wipo.int