

PREFACE

In November 2004, the ASEAN Member Countries requested WIPO's assistance in compiling customized manuals, guidelines and directories in the areas of IP asset audit, valuation, business planning, and securitization of patents, trademarks and designs. It was an important exercise for ASEAN, which has been proactive in promoting IP creation and awareness, and the commercialization of its IP assets.

As the ten members of ASEAN are at varying levels of development, it was proposed to customize the manuals for each ASEAN Member. A regional consultant, as well as a local consultant from each of the ten countries was identified and engaged for this exercise.

The regional consultant was Mr. Lee Yuke Chin, Senior Principal Consultant, Research & Technology Division, Standard and Industrial Research Institute of Malaysia (SIRIM). The ten local consultants, who were recommended by the ASEAN Secretariat, in consultation with the ten IP Offices of the ASEAN, were as follows:

1. Ms. Chu Wee Ken, Brunei
2. Mr. Ngeth Vibol, Cambodia
3. Mr. Arry Ardanta Sigit, Indonesia
4. Mr. Chanthara Sayamoungkhoun, Lao PDR
5. Mr. Manisekaran Amasi, Malaysia
6. Dr. Moe Moe Thwe, Myanmar
7. Ms. Emma C. Francisco, Philippines
8. Mr. Gunalan s/o Veloo Vartharajan, Singapore
9. Mr. Weerawit Weeraworawit, Thailand
10. Dr. Le Xuan Thao, Vietnam

The implementation phase of the project started with a mission undertaken by Mr. Bajoe Wibowo, Program Officer, Intellectual Property and Economic Development Division (IPEDD), WIPO, to the ASEAN Secretariat in Jakarta in February 2005. The project outline was discussed with the regional consultant and the ASEAN Secretariat. Thereafter, the regional consultant liaised with the local consultants to determine the subjects and guided them through the process of national compilation. The regional consultant prepared the study on the basis of the material provided by the national consultants.

Thereafter, an ASEAN Regional Seminar was organized in Jogjakarta, Indonesia, in November 2005 to discuss the outcome of the study with all stakeholders involved. An ASEAN Regional Seminar was organized in Jogjakarta, Indonesia, in November 2005, to discuss the outcome of the study with all stakeholders involved and to sensitize the participants to the importance of the intellectual property system as a tool for wealth creation in the Association of South East Nations (ASEAN) region.

The study was also discussed during the WIPO-ASEAN Regional Seminar on the Strategic Use of Intellectual Property for Development which took place in Bangkok, Thailand, on November 30 and December 1, 2006. In the Seminar, it was also decided that WIPO would initiate steps to take up another project which would be more comprehensive than the earlier one and attempt to gauge the

impact of intellectual property on different sectors in the ASEAN Member States, and also the manner in which companies in these sectors had been making use of the different elements of intellectual property to leverage their competitiveness and promote trade. It was decided that WIPO would prepare a project outline and submit it to the ASEAN Secretariat for its consideration.

It is expected that this compilation will serve as a guide for the use of IP in corporate business strategy in the ASEAN countries. In addition, the compilation could be used as a marketing tool for reinforcing the brand image of ASEAN countries, as being modern, innovative and entrepreneurial.