

MISSION REPORT PREPARED  
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## PURPOSE OF THE MISSION

1. The mission related to a study on the compilation of manuals, guidelines and directories in the area of intellectual property (IP) portfolio management customized for ASEAN member countries, namely Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand and Vietnam. The mission also has the objective of preparing two success stories for each member country concerning the utilization of IP assets by local business enterprises.

## TERMS OF REFERENCE

2. Annex I shows the terms of reference for the mission. Under these terms, the Regional Consultant was required to attend a meeting and have discussions with officials from the ASEAN Secretariat and WIPO to finalize the methodology for conducting the study. He was requested to work closely with the ten National Consultants and guide them during the study. A list of the National Consultants is shown in Annex II. The meeting was held in Jakarta on February 16, 2005.

## THE METHODOLOGY OF THE STUDY

3. In connection with the kind of manuals, guidelines and directories to be collected under the study, it was agreed between WIPO, the ASEAN Secretariat and the Regional Consultant that the mission would not attempt to define the type or types of publications to be collected by the National Consultants. On the contrary, the National Consultants would be given a free hand to collect any publication that they deem relevant. The ultimate objective of the mission was to collect as much information as possible about IP-related publications available in the ASEAN region.
4. As a requirement under the terms of reference, the manuals, guidelines, directories and any other publications collected were to be listed and categorized into the following six (6) areas identified under the terms of reference:
  - (a) how to commercialize inventions;
  - (b) how to profit from original industrial designs;
  - (c) contribution of trademarks to business development;
  - (d) contribution of copyright;
  - (e) valuation and assessment of IP rights in business enterprises; and
  - (f) access to capital based on IP assets – financial schemes (loans, grants) by government and institutions and with private capital.
5. It was envisaged that a substantial number of publications would be collected and possibly printed in the individual national languages of member countries. Therefore, the National Consultants would provide at least an abstract in English for each publication collected by them.

6. The meeting also took note that WIPO and the ASEAN Secretariat may publish in part or in full all the information collected by the mission at a later stage, including the list of manuals, guidelines and directories. Therefore, the National Consultants should keep a record of the details of each publication such that the data so collected could easily be converted into some kind of publishable form later on either in hard copy or electronically, whichever is applicable.
7. The meeting also decided that each National Consultant should provide a country report concerning the implementation status for each of the items mentioned in Paragraph 7 above. The country report should mention the administration of government policies as well as the implementation of relevant programs in the country. Such information would be useful for others who wish to use the information about the manuals, guidelines and directories of a particular country, to have a better understanding of the actual environment in that country.
8. The project coordination meeting also recommended that the success stories to be prepared for the mission should be published. The publication of these success stories would help spur further interest in the utilization of IP assets in the public and private sectors of the ASEAN community. As such, National Consultants would be guided in presenting their stories in a specific format which would require minimum editorial work before publication.
9. As the National Consultants would prepare the success stories in a qualitative manner or in text form, it would be quite impossible for the Regional Consultant to extract any information and data from the text in order to make an analysis. Therefore, the above coordination meeting agreed that a survey concerning IP and innovation management be conducted on the companies identified so as to gather information on how they have successfully managed IP and related issues within their organizations. A sample of such mission-related survey questionnaire is given in Annex III.
10. The proposed survey has the benefit of retrieving information and data from the companies identified in terms of organizational set-up, IP management strategies and innovation practices within their organizations.

## REPORTS FOR THE MISSION

### PART I: GENERAL OVERVIEW OF ITEMS (A) TO (F) BY COUNTRY

11. The mission closely collaborated with the National Consultants in preparing the country reports for items (a) to (f). As mentioned earlier, the country report is a summary on the implementation status for each area. The report includes the overall national administration for the issue concerned such as government policies, promotional programs, status of achievements and so on. The main objective for having such country reports is to gather basic information about the status of development of these areas in one country so that end users of manuals, guidelines and directories of another country would know more about the business environment in the country featured.

12. A compilation of the ten country reports on items (a) to (f) is included in Part I of this mission report in accordance with the alphabetical order of the ASEAN member countries.
13. As mentioned earlier, a mission-related survey was conducted on the companies identified by the National Consultants for preparation of the success stories. The main objective of the survey was to gather information and data from the said companies in relation to IP management, innovation practices and so on within their organizations. The survey aimed to collect the following information;
  - Company ownership structure, e.g. sole proprietor or partnership
  - The type of IPR involved, e.g. patent, trademark, design
  - Any foreign IPR applications or registrations
  - Availability of financial grants, loans etc.
  - How important IPR is to business success
  - Any incentive system to reward creative employees
14. The companies concerned gave full cooperation for the above-mentioned survey. The information and data thus collected were analyzed and compiled under various headings as shown in Part IIB: Overview of ASEAN Companies, of this mission report. However, it must be pointed out that due to the small sample size and other constraints, the survey results could hardly be extrapolated to the general trend of ASEAN industries but could only be used to make simple interpretations regarding profiles of the companies identified.

## PART II: SUCCESS STORIES OF ASEAN COMPANIES

15. With the view that the final report on the success stories would be published, the National Consultants were provided with standard guidelines and formats with which to submit their reports. They were encouraged to provide photographs and other illustrations of products, trademarks etc. of the businesses concerned to make the stories more interesting. As agreed, the National Consultants were given the possibility to select their companies.
16. The general guidelines for preparing the success stories were as follows;
  - Section A: General information - Country; Company Name; Contact addresses including e-mail and home pages
  - Section B: Description of Success Story -
    - \* Title
    - \* Type of IP concerned

- \* Background including historical conceptualization of the relevant technology, product and business
  - \* Development and use of IP in business strategy with elaboration on the technology etc. used and its development, and how the IP concerned is being applied in a business strategy
  - \* Impact on productivity including how IP has contributed towards market dominance, company image, sales, quality, productivity and profits.
17. The success stories were edited slightly without changing their original contents to ensure consistency in presentation upon publication. A compilation of the 20 success stories by country is included in Part IIA of the mission report.

### PART III: LISTING OF MANUALS, GUIDELINES AND DIRECTORIES BY COUNTRY

18. The National Consultants were guided and given standard formats to record information relating to the various types of manuals, guidelines and directories published in the six defined areas under items (a) to (f) as mentioned above. As explained earlier, the mission took a very general approach in compiling the list of manuals, guidelines and directories or any publications which the National Consultants deemed relevant. They were not expected to collect any hard copies of the publications concerned but were to record the following information:
- The English title of the publication
  - An Abstract in less than 50 words
  - The Year of publication
  - The Agency responsible
  - Addresses and contact numbers
19. The above data about the publications should be sufficient to develop a database on the recorded documents whenever necessary. With such data, end users of the database should be able to get access to manuals, guidelines and directories of another country irrespective of whether the documents concerned are published in English or in the original national language. It is envisaged that in this way, the information that has been collected would be readily shared between ASEAN member countries.
20. A listing by country of manuals, guidelines and directories as collected by the National Consultants in the six designated areas is shown in Part IA of this mission report. It can be seen that there are various and varied kinds of publications, essentially due to the different requirements and conditions in each ASEAN member country.

## RECOMMENDATIONS

21. The mission has managed to collect a substantive amount of information concerning IP-related manuals, guidelines and directories in the ASEAN region. Essentially, these publications reflect the knowledge possessed by member countries in developing their own IP systems. In the spirit of ASEAN, it is recommended that this knowledge should be shared between member countries as a first step towards promoting intra-regional learning in IP management and utilization. By gaining access to the said publications, one country can learn from another, and if necessary customize the information according to its own requirements and needs.
22. With regard to information-sharing, the first step shall be to place this collection of publications into the hands of potential users. It is recommended that the information be disseminated by any of the following methods. As the information has already been codified into six areas via items (a) to (f), it should be fairly inexpensive to store the data into some kind of database and then post it on the websites of the WIPO or ASEAN Secretariats or even by a stand-alone system e.g. CD-Rom. Alternatively, the information can also be distributed in hard copy, either through a tailor-made publication or by one of the existing media of the ASEAN Secretariat.
23. The ownership of the said databases shall be the next issue to examine. Technically, it is possible to maintain these databases from anywhere within the region or even outside. But, it appears that some kind of consensus is required for individual countries to maintain and update their own information or data on regular basis. If member countries can cooperate on such a project and build on it, then the information-sharing process will continue and should lead to more knowledge-sharing even in other sectors.
24. As an immediate follow-up to the present project, WIPO may consider making the list of manuals, guidelines and directories available to participants in the forthcoming ASEAN Seminar on the Strategic Use of IP for Development in Jogjakarta scheduled for November 16 to 18, 2005<sup>1</sup>. One should take advantage of the presence of the business and industrial sectors in this seminar to deliberate further on issues concerning information-sharing and cooperation programs between member countries in the six designated areas.
25. The success stories prepared for the twenty companies by the present mission represent the experiences and achievements of ASEAN industrial enterprises in using IP assets. Such success stories should obviously be promoted and publicized to gain political mileage. They should therefore be published.
26. With regard to the publication of the success stories, it is recommended that it be done either in hard copy or electronically and then posted on a relevant website. Both methods of publication have pros and cons. In term of cost, the electronic version would cost much less if the infrastructure is already available. On the other hand, the hard copy version is likely to cost more, but it may be able to achieve a better promotional effect due to the tangible form of its publication.

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<sup>1</sup>This was subsequently done.