

Briefing to the WTO's Informal Working Group (WG) on MSMEs

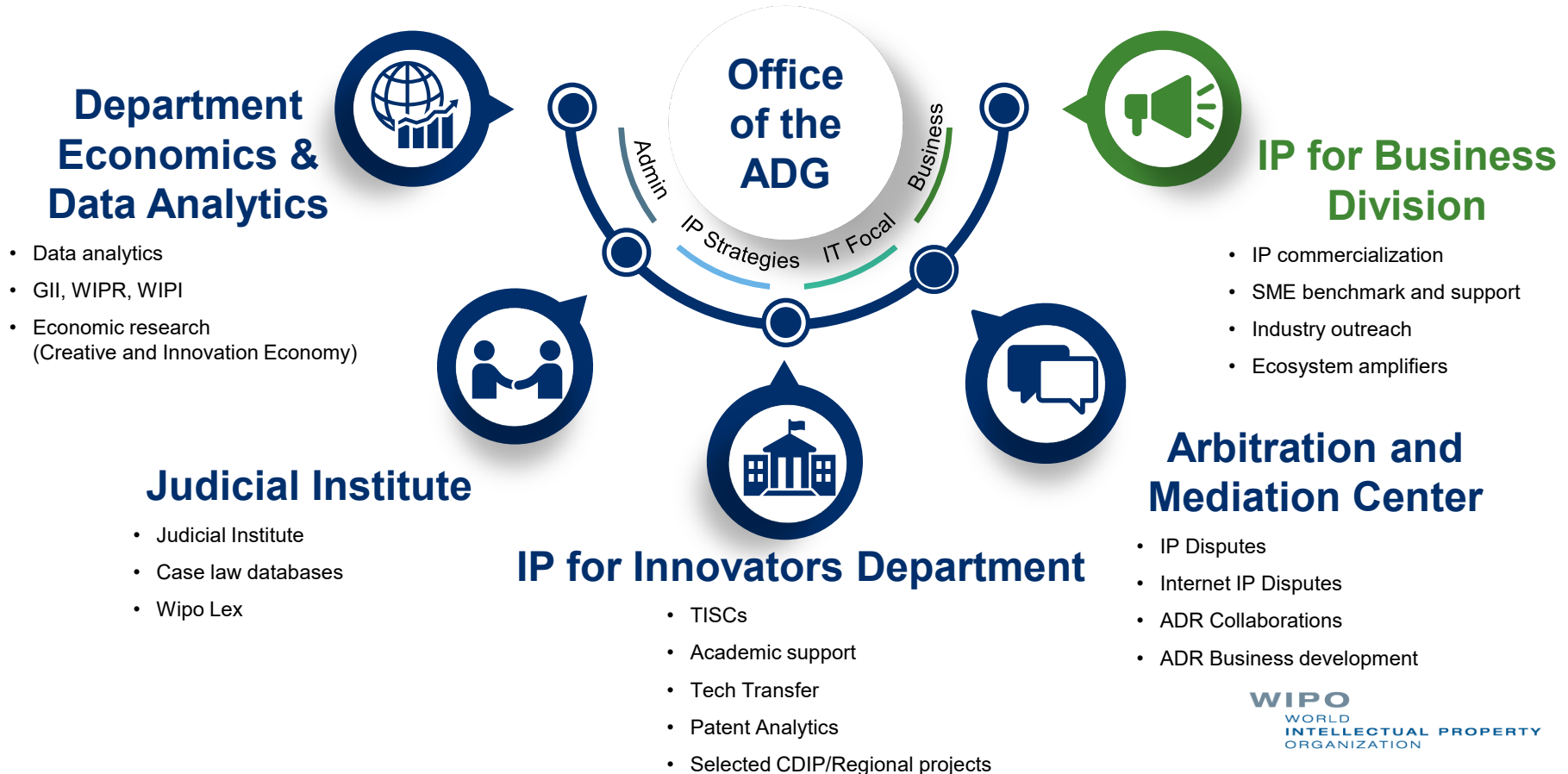
Marco M. Alemán
Assistant Director General
IP and Innovation Ecosystems Sector



Background

- Director General Mr. Daren Tang participated in the Working Group meeting on July 26th, 2021
- WG kindly offered to the WIPO DG the opportunity to present an informal briefing on WIPO's key strategies and initiatives to support MSMEs

IP & Innovation Ecosystems Sector (IES)



Making IP Work for SMEs

SMEs play a key role in national economies around the world, generating employment, adding value and contributing to innovation.

Understanding the Benefits of IP for SMEs

Establishing
**business
competitive
space**

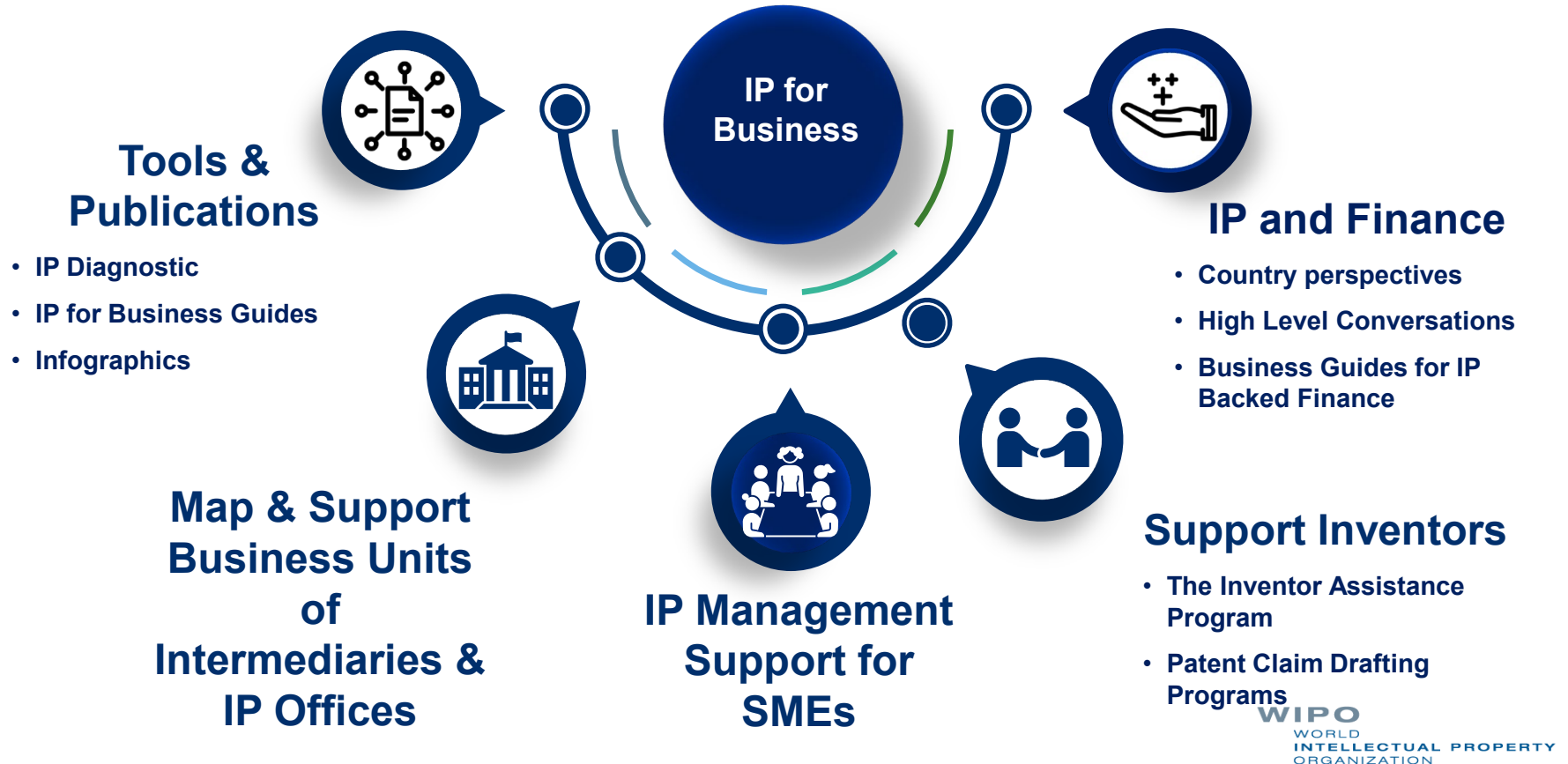
Visibility in
crowded
markets

Access
**technical
and
business
information**
and
knowledge

Avoid the risk of
unknowingly
using third party
proprietary
content

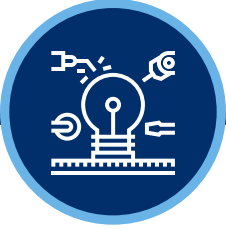
**Distinguish
business** and
its products
from the
competition

The IP for Business Division, IES, WIPO



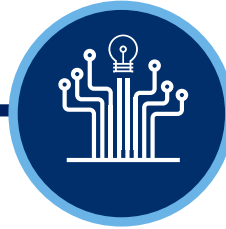
Key Strategies for the IP for Business Division

empowering enterprises to maximize their potential through intellectual property



create products
and services

that resonate with a
business audience,
are high-impact and
embed IP into an
enterprise's DNA



build **networks** by
identifying those on the
ground supporting
businesses and upskill
them to help their
beneficiaries
grow through IP

*e.g. innovation agencies,
entrepreneur centers,
accelerators, incubators*



craft **evidence-based**
solutions that are
adaptable and
implementable
by our beneficiaries

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Programs and Support Services

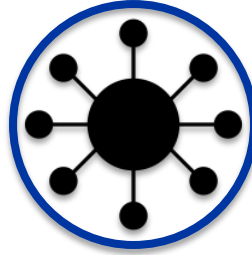
IP for Business Division, IES, WIPO



Support for
Business
Intermediaries



Development
of Business
Support Units
in National IP
Offices



Mapping of
SME
intermediary
institutions
and their
services



The Inventor
Assistance
Program (IAP)



Patent
Drafting
Programs



IP Backed
Financing

Tools and Publications

IP for Business Division, IES, WIPO

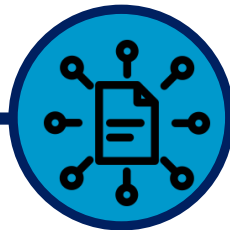


WIPO IP Diagnostic

—

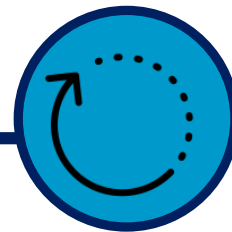
An on-line IP self-assessment tool available on a pilot basis.

Its official launch is scheduled for tomorrow - November 9, 2021.



WIPO's IP for Business Series of Guides

This flagship series of publications explains in easy to understand business friendly language how the different IP rights can be managed from a business perspective.



In development:

Series of guides on IP and Groundbreaking Technologies – Implications for SMEs (e.g. Artificial Intelligence, Big Data, Internet of Things and 3D printing);

IP for Business Digital Interactive Stories a series of interactive infographics. The first Digital Interactive story on the Sony PlayStation Console will soon be launched.

WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Member of the WTO informal MSMEs group where WIPO's IPBD has projects/activities for MSMEs

Albania
Antigua and Barbuda
Colombia
Commonwealth of Dominica
Ecuador
European Union/ Participating Counties:
Bulgaria, Croatia,
Czech Republic, Estonia,
Greece, Hungary,
Latvia, Republic of,
Lithuania, Republic of,
Poland, Romania,
Slovak Republic, Slovenia

Honduras
Israel
Japan
Korea
Kyrgyz Republic
Malaysia
Mexico
Moldova, Republic of
Mongolia
Montenegro
Myanmar
North Macedonia
Peru
Philippines

Saudi Arabia
Serbia
Singapore
St. Kitts and Nevis
St. Lucia
St. Vincent and the
Grenadines
Switzerland
Turkey
United Kingdom
Vietnam

Looking Ahead

- WIPO Secretariat is available to report on progress made when the WG deems it appropriate.
- Members of the group are invited to express their interest in any of the projects described above.

Many thanks

<https://www.wipo.int/sme/en/>

© WIPO, 

2021



Attribution 3.0 IGO
(CC BY 3.0 IGO)

The CC license does not apply to non-WIPO content in this presentation:



WIPO