

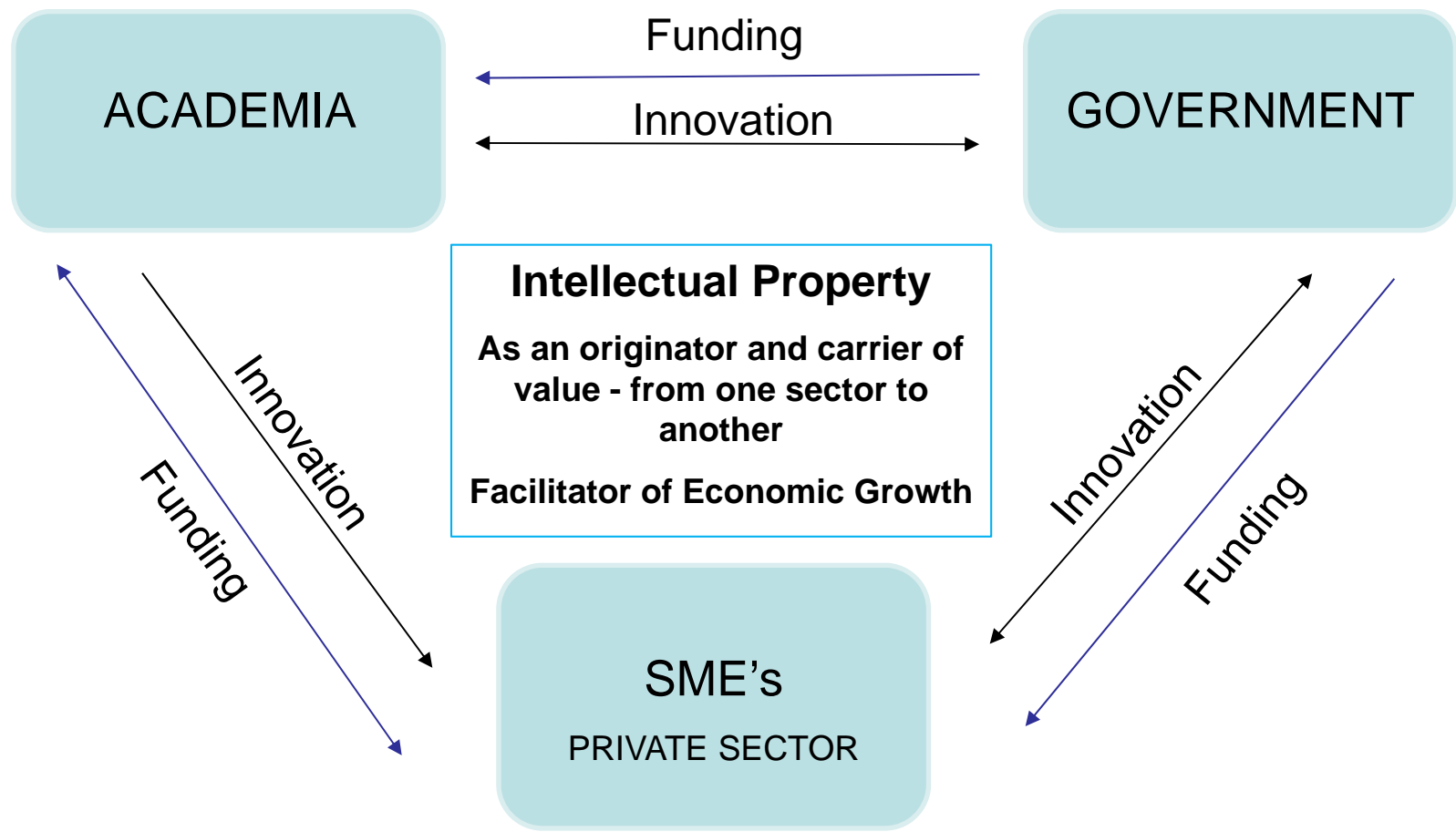


One Size Does Not Fit All – a Global Approach

WIPO's SMEs support – the benefits of a tailor-made approach

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SMEs use of IP

- Advantages and Opportunities

SMEs as Owners of IP

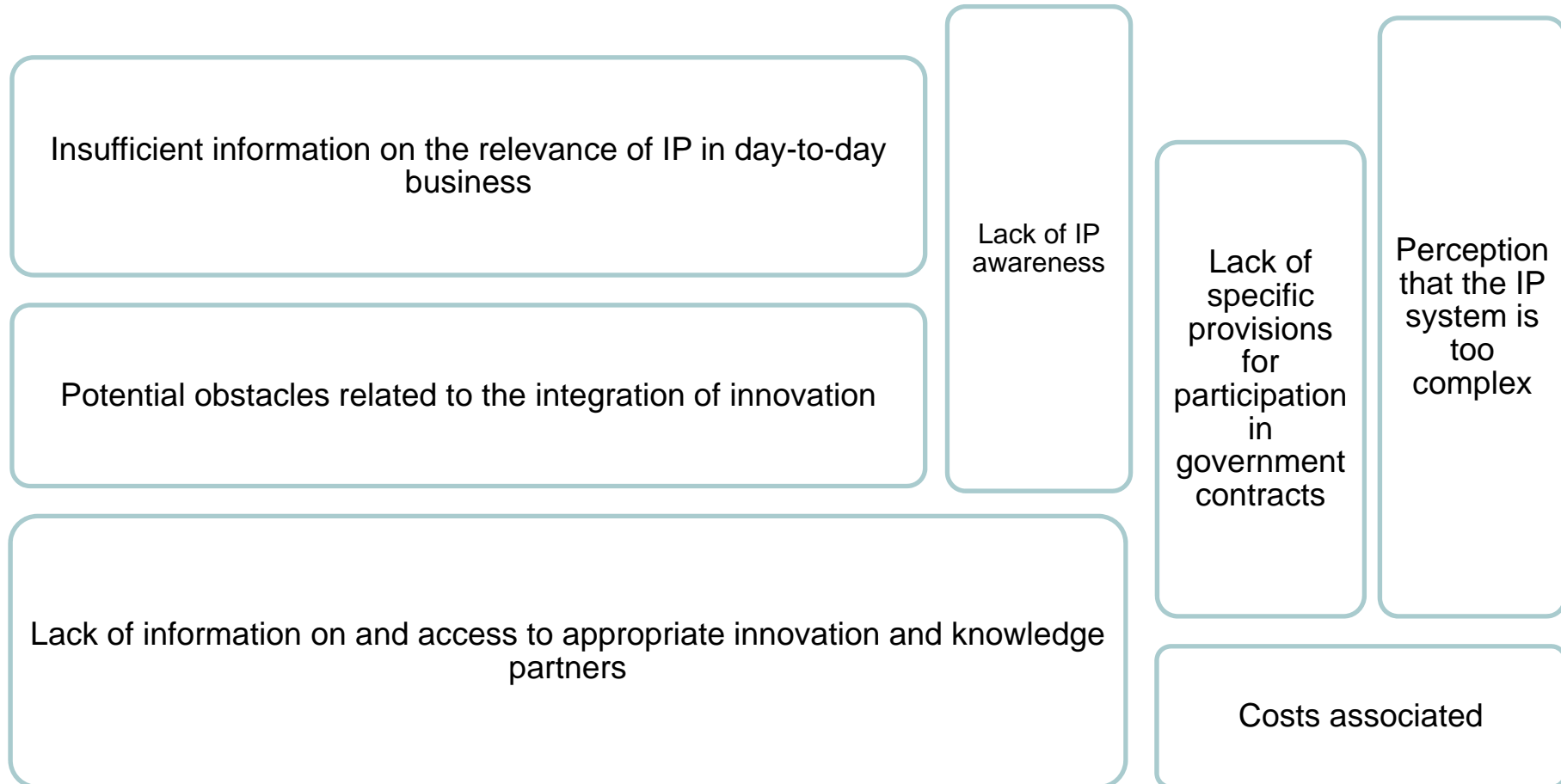
- Obtaining a competitive edge;
- Enhance the value or worth of a company;
 - Operating beyond domestic markets;
 - IP as a source of financing.

SMEs as potential users of third-party IP

- Managing risks related to third-party IP assets;
 - Utilizing third parties' R&D outputs;
- Joint R&D with universities or research institutes;
- Generating alliances – gaining a greater buying power.

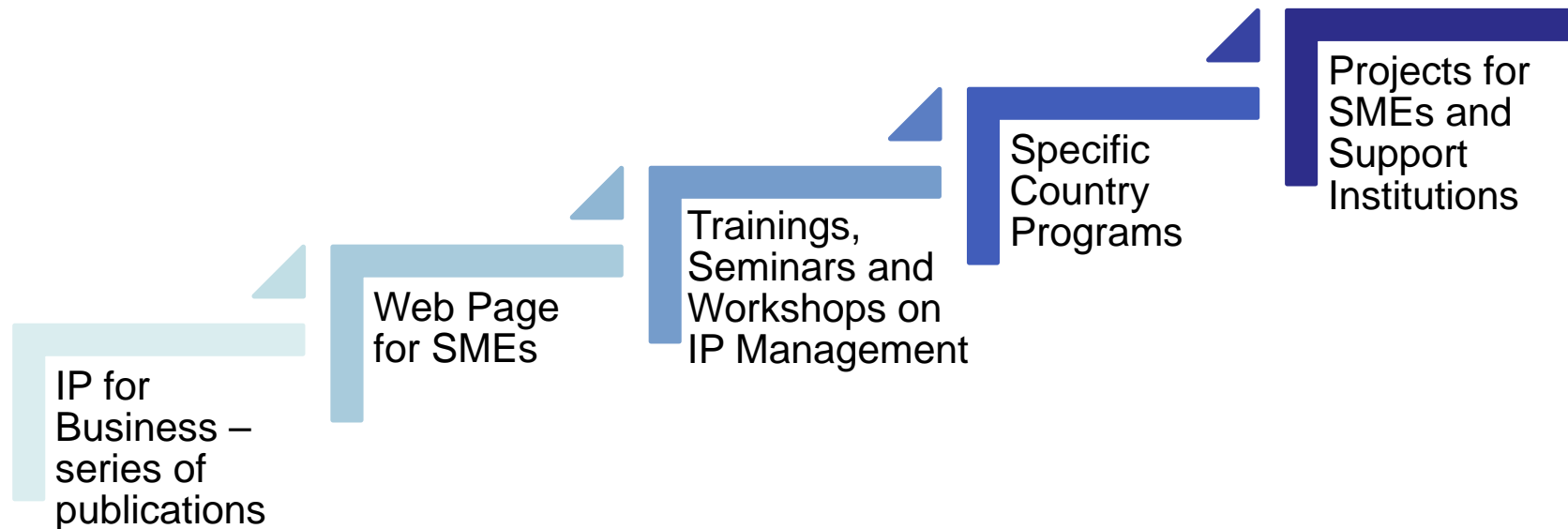
SMEs use of IP

- Challenges and Barriers



WIPO: SMEs and IP

- Assisting SMEs in capturing and utilizing the value of their IP rights for business growth;



Making
IP work
for SMEs

1. IP Diagnostic tool and guide for SMEs and SMEs support institutions

2. Access to and Use by SMEs of government funded/generated innovation

3. Webinars

4. Combined capacity building activities

5. Network of SMEs intermediaries

6. Industry and product based approach

1. IP Diagnostic Tool and Guide

DIAGNOSIS TOOL

- A software-based tool hosted on the WIPO website.
- Preliminary determination of IP assets that SME has and how to extract maximum value and competitive advantage from their IP assets.

DIAGNOSIS GUIDE

- A manual that would help SME Support Institutions conduct a face to face evaluation with a SMEs.
- Identify IP assets vested in the company and advice on the appropriate way to manage IP assets.

Industries

- Life sciences;
- Agro-food;
- Mechanical engineering;
- Advertising;
- Textiles.

2. Access to and Use by SMEs of government funded/generated innovation

Awareness raising

- Understanding that the normal discharge of their functions and responsibilities may result in valuable IP
- Effective management of government IP is necessary for enabling the smooth transfer of innovations to industry, including SMEs

Training programs

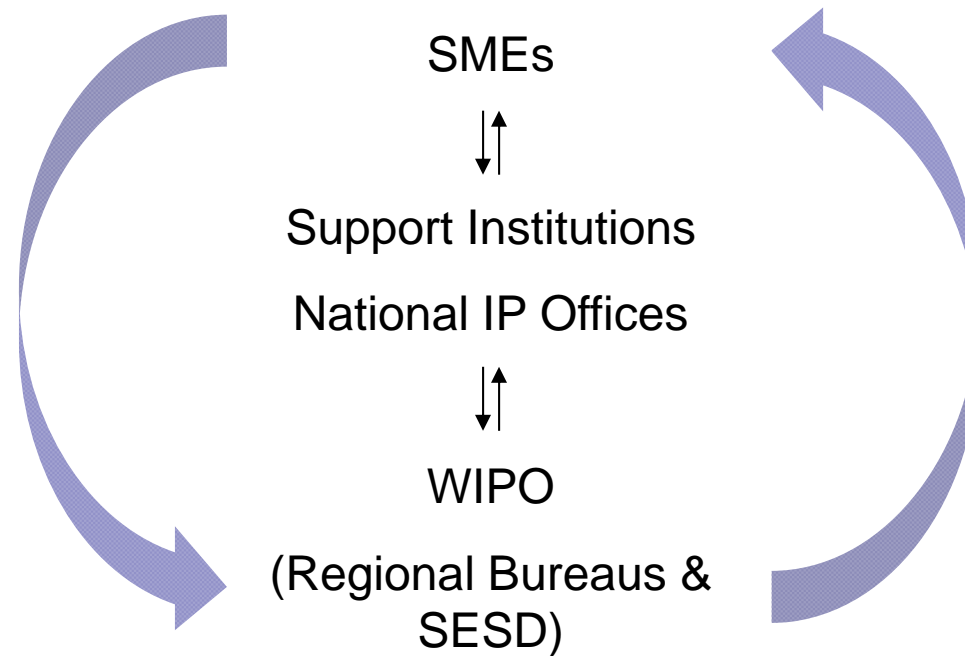
- Government departments, agencies and ministries
- Bringing potential partners together

Work with interested governments

- Advisory support
- Assistance in development of policies or systems for the systematic management of governmental IP

3. Webinars and Increased Web-presence

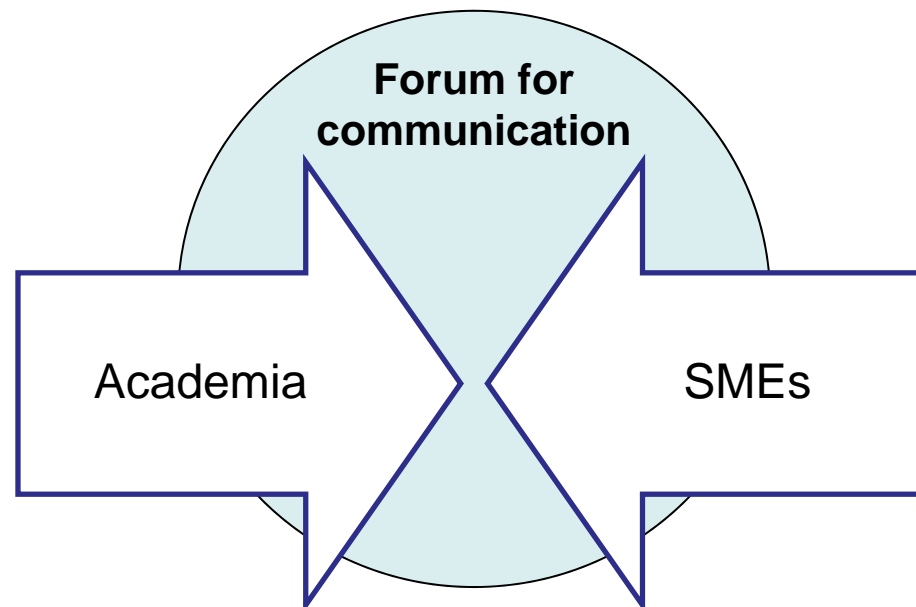
- Streamline the information flow;
- Increase the outreach;
- Cost effective tool for awareness raising.



4. Combined Capacity Building Activities for SMEs and Universities

■ Objectives of such events:

- Actively promote opportunities for public-private collaboration;
- Enable cross-exploitation of accumulated knowledge between the sectors;
- Increase level of IP knowledge and utilization;
- Promote initiatives combining the skills and competences of private companies and universities.



5. Network of SME Intermediaries

1. Create a database

- International, regional and domestic SME intermediaries.

2. Identify and meet

- Obtain information on activities that could be useful/helpful in the delivery of WIPO Services and products to SMEs;
- Identify SMEs that can use WIPO services.

3. Establish an online platform

- Facilitate direct communication between participants of the forum to share experiences and good practices;
- Opportunity for networking and establishing partnerships.

*A platform for WIPO and IP offices to cooperate with SME Intermediaries in the delivery of IP related services to SMEs.

6. Industry / Product Based Approach

- Focus on materials which are dedicated to a specific industry (product), its unique attributes & IP related issues:

Agro-sector:

Most relevant IPRs for this are patents, plant breeders' rights and trademarks including collective marks, certificate marks and geographical indications.

Software:

SMEs in this sector are found to be the most active in using IPRs, and in particular patents and copyright.

IP strategy could often be based on secrecy within the company.

Service sector:

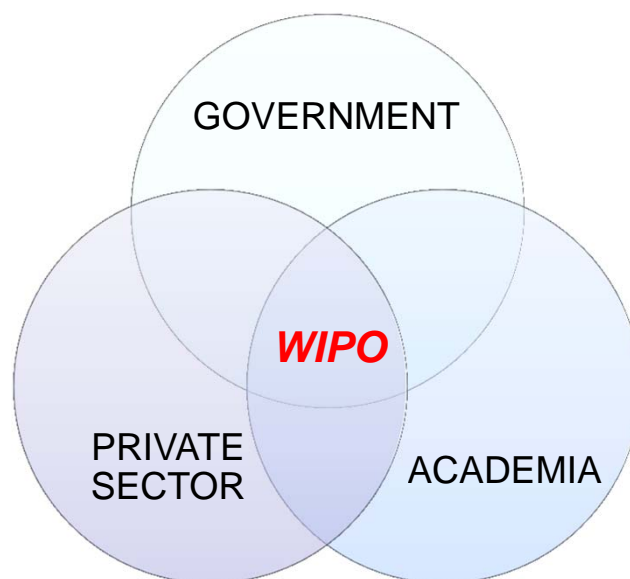
Service firms' production processes could be wholly dependent on the employees' knowledge and skills.

NDA's are likely to play a key role.

Our Goal: Cross Functional Collaboration

WIPO's

“360° Coverage to Mobilize the Innovation for Economic Growth”



- Greater level of continued commitment for improvement in the IP sphere;
- Improvement of communication between the different sectors;
- Increase the chance that positive change will begin in the entire ecosystem.



Thank you!

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Director

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WIPO*

Link: <https://wipo-test.firebaseio.com/questionnaire>