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

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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)

Department Economics & Data Analytics
- Data analytics
- GII, WIPR, WIPI
- Economic research (Creative and Innovation Economy)

Judicial Institute
- Judicial Institute
- Case law databases
- Wipo Lex

IP for Innovators Department
- TISCs
- Academic support
- Tech Transfer
- Patent Analytics
- Selected CDIP/Regional projects

Arbitration and Mediation Center
- IP Disputes
- Internet IP Disputes
- ADR Collaborations
- ADR Business development

Office of the ADG
- IP Strategies
- IT Focal
- Business

IP for Business Division
- IP commercialization
- SME benchmark and support
- Industry outreach
- Ecosystem amplifiers
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
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
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
**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.
Member of the WTO informal MSMEs group where WIPO’s IPBD has projects/activities for MSMEs

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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/