



Sub-Regional Meeting on Industrial Designs

Experience in Developing a National
Design Protection Strategy

Beirut
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CDIP

- CDIP: Committee on Development and IP (2008)
- Mandate: develop a work-program for implementing the 45 adopted **Development Agenda** Recommendations (2007)
- <https://www.wipo.int/ip-development/en/agenda/recommendations.html>
- Agenda → 6 clusters

Development Agenda

- Cluster A: Technical Assistance and Capacity Building
 - **Recommendation 4:** Place particular emphasis on the needs of small and medium-sized enterprises (SMEs) and institutions dealing with scientific research and cultural industries and assist Member States, at their request, in setting-up appropriate national strategies in the field of intellectual property

Development Agenda

- **Recommendation 10:** To assist Member States to develop and improve national intellectual property institutional capacity through further development of infrastructure and other facilities with a view to making national intellectual property institutions more efficient and promote fair balance between intellectual property protection and the public interest. This technical assistance should also be extended to sub-regional and regional organizations dealing with intellectual property.

Pilot Project

- May 2013 – Project proposal from the Republic of Korea
- Pilot Project on IP and Design Management for Business Development in Developing and Least Developed Countries (LDCs) - Launched in 2014

Pilot Project

- Objective: supporting Small and Medium Sized Enterprises (SMEs), which actively create and commercialize **designs**, in the active **use of the IP system** and the **development of strategies** that will encourage investment in design
- ➔ Promote awareness and use of design-led strategies

Pilot Project

- Project implemented in 2 countries :
 - Argentina (INPI)
 - Morocco (OMPIC)
- Tailor-made support to develop and implement a National Design Protection Strategy
- Designation of national project managers + lead agency + identification of national experts to assist in the development of individual protection plans

Pilot Project

- Public-private partnership: business, governments and experts to promote design strategy and protection

- Argentina (INPI) - **DiseñAr**



- Morocco (OMPIC) – **Namadij**



WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

Evaluation and Way Forward

- Independent evaluation in 2017 – CDIP/19/4
- Way forward – CDIP/20/4 (2017): incorporation of some aspects of the projet into the regular capacity building and technical assistance work of the Secretariat of WIPO + development of standard resource

Publication

Unlocking Countries' Design Potential

WIPO Pilot Project on Intellectual Property and Design Management for Business Development

