Sub-Regional Meeting on Industrial Designs
Experience in Developing a National Design Protection Strategy
Marina Foschi, Legal Officer, WIPO
CDIP

CDIP: Committee on Development and IP (2008)

Mandate: develop a work-program for implementing the 45 adopted **Development Agenda** Recommendations (2007)


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 (OMPI) – Namadij
Evaluation and Way Forward

- Independent evaluation in 2017 – CDIP/19/4

- Way forward – CDIP/20/4 (2017): incorporation of some aspects of the project into the regular capacity building and technical assistance work of the Secretariat of WIPO + development of standard resource
Unlocking Countries’ Design Potential

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