

MOBILIZING RESOURCES FOR DEVELOPMENT CONFERENCE

**Proposed Dates: November 5 to 6, 2009
Geneva, Switzerland**

PROPOSED REVISED DRAFT PROGRAM

April, 2009

THURSDAY, NOVEMBER 5, 2009**Opening Session**

09.00 – 09.15

Welcome Address

WIPO Director General

Keynote Sessions

09.15 – 10.00

Keynote 1

TBD

Speaker

Keynote 2

The Economics of IP and Development

Speaker

WIPO Chief Economist

Keynote 3

TBD

Speaker

Thematic Session 1**IP AND TRADE**

The traditional approach to trademarks, industrial designs and geographical indications is undergoing fundamental changes. In an environment in which consumer choices are more and more dictated by emotion rather than by the functionality of competing products and services, investment in the development and maintenance of brands – being the vectors that tie intangible content to tangible products and services – is becoming a key aspect of intellectual property policy. In this context, branding is understood in its broadest sense, covering individually traded goods and services as well as the goodwill associated with communities or nations. This shift presents an important opportunity for developing countries.

10.00. – 10.45

(i) Ethiopia: Coffee Trademarking and Licensing

Presentation of the Light Years IP Project in Ethiopia on the design and implementation of a trademark project to enable poor growers and coffee sector workers to capture a greater share of the retail price that Ethiopian fine coffees earn in foreign markets.

(ii) Design Africa

The Design Africa program was launched in 2006 by Canada's Trade Facilitation Office (TFO Canada) to assist African home decoration companies in reaching the international market place. Through seminars, training and hands-on guidance in creating designs with international appeal, the program helps small and medium-sized home decoration companies across Africa to build capacity and create linkages with international buyers.

10.45 – 11.00

Coffee Break

11.00 – 12.30

IP and Trade – Roundtable 1

Moderator: TBD

Panelists: TBD

Theme: Working with external partners to support the use of IP to increase export revenue in LDCs and developing countries

12.30 – 14.30

Lunch

14.30 – 15.30

(iii) WIPO/WTO Cooperation: LDC IP Needs Assessment

This presentation will explore WIPO's role in LDC IP needs assessment in relation to the WTO. Following Uganda and Sierra Leone's submissions to the WTO and donors of their official proposals and requests relating to an IP needs assessment, the presentation will look at the role WIPO should play in supporting this work. WIPO currently provides a holistic approach in its assistance to both these countries and is well placed to provide support to LDCs with respect to these IP needs assessment activities, subject to the availability of resources.

(iv) IP and Aid for Trade [to be developed]

Presentation on IP, WIPO and Aid for Trade

15.30 – 16.15

IP and Trade - Roundtable 2

Moderator: TBD

Panelists: TBD

Theme: IP and Aid for Trade. The Enhanced Integrated Framework for LDCs [to be developed]

16.15 – 16.30

Coffee Break

Thematic Session 2

SCIENCE, TECHNOLOGY AND INNOVATION FOR DEVELOPMENT

In the knowledge-based economy, an important factor influencing a country's ability to develop is its capacity to conduct scientific research, innovate and manage and exploit the research results as IP assets in a systematic way. Of equal importance in relation to development goals, is the need to enhance the transfer and dissemination of information, knowledge and technology, with a particular focus on the transfer of technologies to meet developing country needs.

16.30 – 17.10 (i) **Developing National IP and Innovation Strategies**

Presentation of National IP and Innovation Strategies. Building capacity in IP offices. Work of the World Bank on Innovation Strategies. Training of examiners in the research and examination of patents, trademarks and design etc.

[to be developed]

(ii) **Technology Transfer**

[to be developed]

17.10 – 18.00 **Science, Technology and Innovation for Development – Roundtable 1**

Moderator: TBD

Panelists: TBD

Theme: [to be developed]

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Thematic Session 2 (cont.)

SCIENCE, TECHNOLOGY AND INNOVATION FOR DEVELOPMENT

09.00 – 10.00 (iii) **Technology and Innovation Support Centers**

[to be developed]

(iv) **Public Health and Patent Information in Africa**

Facilitating widespread access to, and promoting further development of user-friendly databases which contain public information on the administrative status of health related patent applications would improve public procurement of medicines in African countries, stimulate competition in the pharmaceutical markets, improve effectiveness of efforts to contain costs and increase access to medicines for the poor in countries in Africa. The public status of health related patent applications in African countries is a problem for public procurement of medicines in these countries. WIPO's work to support access to and use of patent information provides a practical means to address this problem.

(v) **Climate Change and Patent Information**

[to be developed]

10.00 – 11.00 **Science, Technology and Innovation for Development – Roundtable 2**

Moderator: TBD

Panelists: TBD

Theme: [to be developed]

10.45 – 11.00 **Coffee Break**

Thematic Session 3

THE DIGITAL DIVIDE: IP IN THE DIGITAL ENVIRONMENT

11.00 – 12.30 (i) **Trade in Digital Content: Online Music –
Export Opportunities for Developing Countries**

The aim of the project, handled in cooperation with the International Trade Centre (ITC), is to assess the export potential of developing countries related to their digital content industries, with a view to developing activities to enable them to engage in the export of digital content with an emphasis on digital music. This is a very practical project which can contribute to empowering developing countries to return value to creators in the field ecommerce.

The objectives are to:

- Design and test an online collaborative application on trade in digital content, which can be deployed and customized by industry stakeholders, allowing them to engage in online distribution; develop a training module on e-skills development in digital content creation, marketing and distribution including e-payment and e-commerce solutions; train stakeholders on the benefits of online distribution and its modalities, on the basis of the above-mentioned training module.
- Increase international sales of the local music industry and independent musicians;
- Strengthen the enforcement of intellectual property rights related to music
- The export of digital content (films, animation, pictures, photos etc.) and, in particular online music, has untapped potential to become a new revenue stream for the economy of developing countries. There is therefore a need to assist music industry companies and independent musicians alike, to move into new digital marketplaces. The report examines the export potential in digital music of selected developing regions, with emphasis on the technologies required, the issues related to intellectual property and the specific features of the countries studied which include Brazil, India, Kyrgyzstan, Mali, Senegal, and Tajikistan.

(ii) **Culture as tool for sustainable livelihoods: practical training in cultural documentation and IP management for local communities and museums/archives in developing countries**

Culture, as a manifestation of a people's identity as well as being creative, dynamic and forward-looking, is a fundamental component of sustainable economic, social and cultural development. Culture is a tool for development as well as part of the process of development. Balanced and strategic use of IP rights is supportive of putting culture at the centre of development. Taking these propositions as its starting point, WIPO's Creative Heritage Project provides practical training to local communities and museums and archives in recording, digitizing and disseminating their creative cultural expressions and in managing IP issues and options when doing so. WIPO, in partnership with the American Folklife Centre/Library of Congress and the Centre for Documentary Studies at Duke University, ran a pilot of such a training program for the Maasai community of Laikipia, Kenya and the National Museums of Kenya in September 2008. The intensive, hands-on curriculum included project planning, research ethics, photography, sound and audio-visual recording techniques, digital archiving methods, and database and website development.

In cooperation with the US Copyright Office, WIPO staff provided the IP component of the training. WIPO will purchase a basic kit of recording, knowledge management software and other ICT equipment for the community, help the community and museum to develop their own IP policies and protocols, continue to foster a mutually-beneficial working relationship between the community and the museum and further develop linkages established between the community, the museum and the national IP offices in Kenya. Early results from evaluation of the pilot are encouraging, and WIPO and its partners have received several requests from other communities and museums and archives to participate in such a program.

(iii) **Promoting Access to Reading Materials for the Blind and Visually Impaired (The VIP Project)**

Technology has opened up new opportunities for the blind and visually impaired to access works. Some of the legal issues, including the cross border use of digital resources, are complex. WIPO has had an informal initial discussion with the International Federation of Reproduction Rights Organizations (IFFRO) on the possibility of a joint project to help maximize the benefits to the visually impaired offered by these new technology opportunities.

12.30 – 14.30

Lunch break

14.30 – 15.30

The Digital Divide – IP in the Digital Environment – Roundtable 1

Moderator: TBD

Panelists: TBD

Theme: [to be developed]

15.30 – 15.45

Coffee Break

General Session

15.45 – 16.30 **Public Private Partnership for IP and Development - Roundtable**

Moderator: TBD

Panelists: TBD

Theme: [to be developed]

An exchange of experiences, latest developments in the UN in this area and best practices in developing guidelines, policies and rules for such partnerships which might be developed in the context of WIPO

16.30 – 17.45 **Mobilizing and Managing Extrabudgetary Resources for Development at WIPO: Review and Conclusions - Roundtable**

Moderator: TBD

Panelists: TBD

Theme: [to be developed]

This session is intended to provide an opportunity to review the experiences of WIPO's existing donors on working with WIPO and explore options to improve our work in this area. It will also provide an opportunity to explore additional and alternative funding modalities and management arrangements for potential new donors drawing on experience and best practice from other organizations (e.g. pooled funding, thematic funding, multi-donor funds etc.)

17.45 – 18.00

Closing Session

Next steps and concluding address by the Director General

