

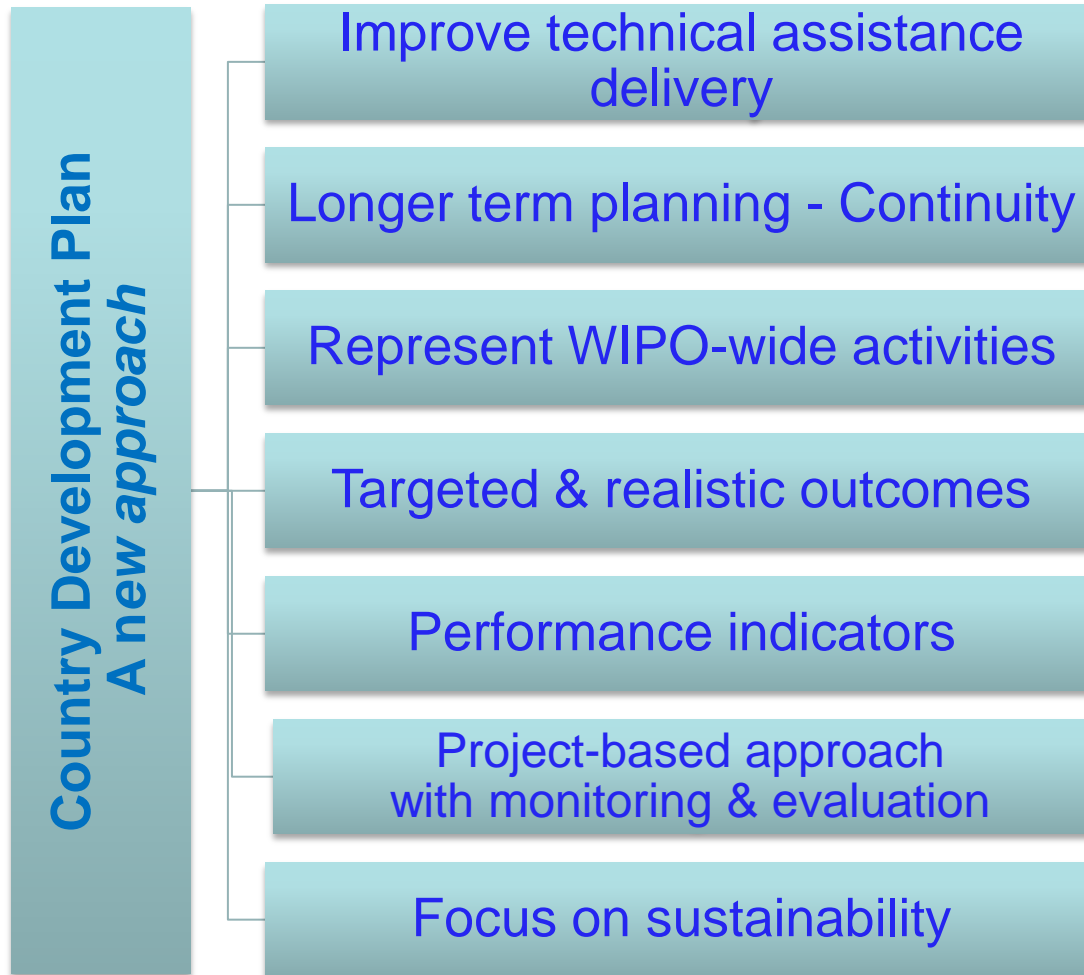
**HIPOC for Countries in South Asia, Southeast Asia,  
Iran and Mongolia – Phase VI**

**Segment 4 – ASPAC Bureau Tools and Methodologies**  
*Country Development Plan Initiative*

**Inayet Syed**

February 20, 2018, Tokyo Japan

# Why a CDP?



# CDP Benefits

## For the Country

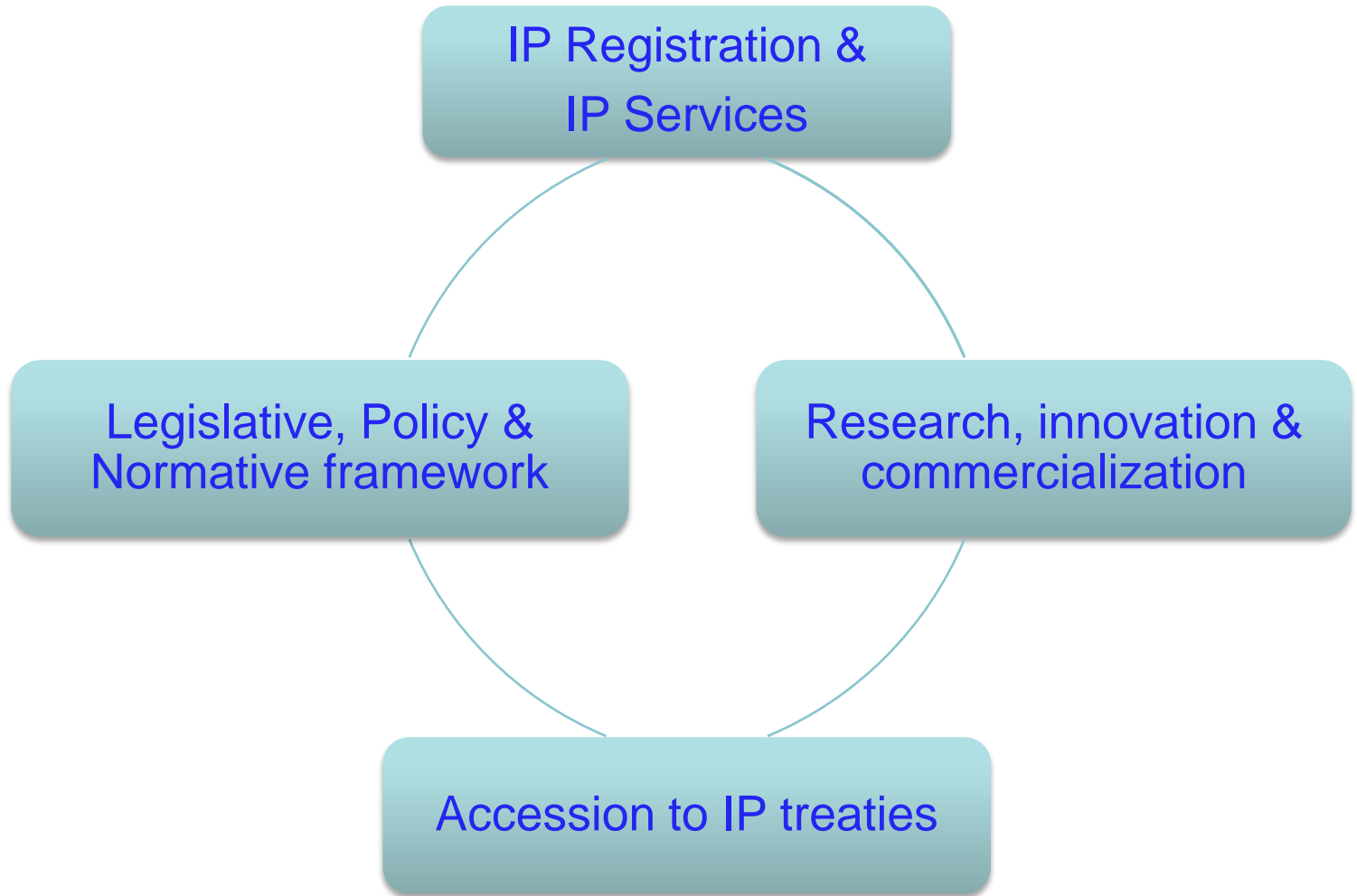
- Consolidated, customized plan linked to national priorities
- Single project document representing range of services provided by WIPO
- 1-page view of performance indicators
- Tool for management to monitor & evaluate technical assistance
- Documented institutional memory
- Useful reference for planning country's own initiatives, or those of donors

## For WIPO

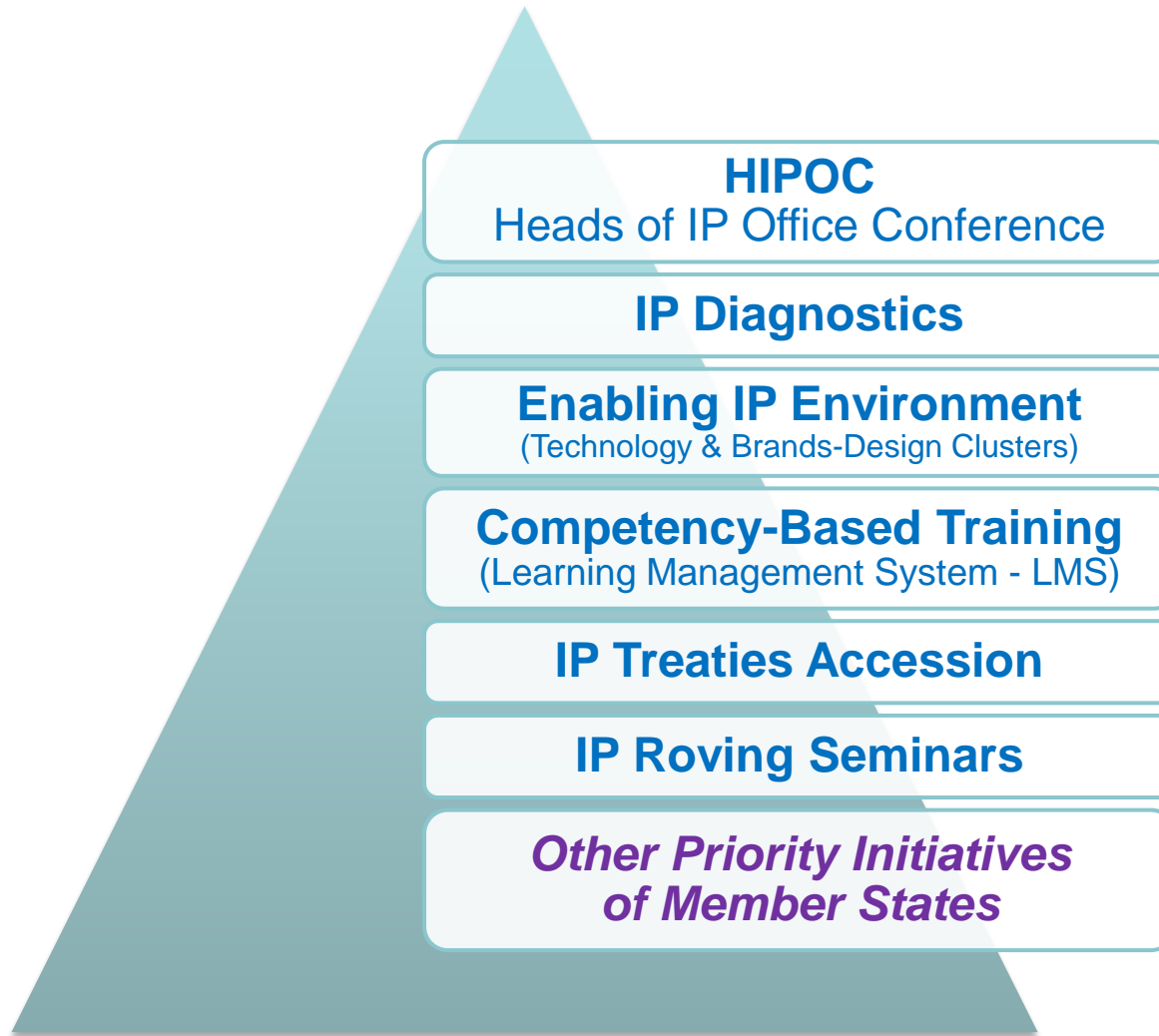
- Coordinated approach for organization-wide technical assistance activities
- Tool to monitor & evaluate technical assistance delivery
- Incorporates recommendations from technical assistance assessment reports
- In context with WIPO's Strategic Goals & Program & Budget guidelines
- Aligned with the Development Agenda principles & recommendations

# CDP Scope

*Includes **key priority areas** identified with national stakeholders*



# CDP Initiatives



# CDP – Result Areas



# CDP – Time Period *Up to 6 Years*

*(an example timeframe)*



# CDP – Stakeholders & In-Country Partners

Relevant  
Ministries

National IP  
Office

Selected  
Universities &  
R&D institutions

Relevant public  
& private  
organizations

Science &  
Technology  
Institutions

Chambers of  
Commerce



### **CDP Overview**

- Focus on national priority areas
- Represents organization-wide assistance to Thailand
- Coherent, long-term, results-based assistance
- Project-based, centrally coordinated, managed & tracked

### **RESULT AREAS**

1. For an Updated Legislative, Policy & Normative Framework
2. Towards an Efficient IP Office and IP Registration System
3. Creating IP-Support Institutions through Public-Private Partnerships

### **Activities Towards Result Areas (Direct & Indirect)**

**ASPAC  
Activities**

**Non-ASPAC  
Activities**

# CDP – Document Contents

- The document serves as a narrative of the planned technical assistance for the country agreed upon by the country beneficiaries and WIPO. Its contents include:
  - Overall Policy & Context
  - Objectives to be achieved & Result Areas
  - Activities by Result Area
  - Financial Resources
  - Assumption and Risks
  - Management & Coordination
  - Monitoring & Evaluation
  - Quality & Sustainability
  - Final Review & Future Considerations
  - Key Indicators table
  - Logical Framework
  - Activity Matrix
  - Time Plan

# CDP: 1-Page Overview of Performance Indicators

(Sample)

|   | Initiative  | Representative Indicators  | Unit                   | 2016 Base | Target |      |      |      |      |      | Source of Verification   |
|---|---|--|------------------------|-----------|--------|------|------|------|------|------|--|
|   |   |  |                        |           | 2017   | 2018 | 2019 | 2020 | 2021 | 2022 |  |
| 1 | IPO Diagnostics<br>(Result Area 2, Initiative 2.2)                              | Improved Operational Efficiency  |                        |           |        |      |      |      |      |      | The licensing manual for the public under Licensing Facilitation Act B.E. 2558 (2015)<br>IP Office Management Reports  |
|   |   | Decreased average turnaround time by 25% from filing to registration for trademarks, for national applications without objections or oppositions in 2021                     | Months                 | 16        | 16     | 16   | 15   | 14   | 13   | 12   |  |
|   |   | Reduced average time of 20% taken to examine national patent applications involving local inventions filed by residents in 2021  | Months                 | 55        | 55     | 53   | 51   | 48   | 46   | 44   |  |
|   |   | Decreased average turnaround time by 30% from filing to registration for industrial designs, for national applications filed by residents in 2021                            | Months                 | 15        | 15     | 14   | 13   | 12   | 11   | 10   |  |
|   |   | At least 90% of respondents, comprising of applicants of TM, patent and ID registrations, expressing satisfaction on the improvements made to IP registration in the country | % Satisfied            | 80        | 83     | 84   | 85   | 86   | 88   | 90   | IP User Survey   |
| 2 | Joining and using the Madrid system<br>(Result Area 2, Initiative 2.3 & 2.4)    | Accession & Increased Filings  |                        |           |        |      |      |      |      |      | Deposit of the Instrument of Accession to WIPO<br>IP Office Management Reports / Records   |
|   |   | Country accedes to the Madrid Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks by 2017   | Yes/No                 | No        | No     | Yes  | -    | -    | -    | -    |  |
|   |   | Increased usage of the Madrid system by 20% every year as evidenced by the number of resident filers after accession.  | Number of Applications | -         | -      | -    | ?    | ?    | ?    | ?    |  |
| 3 | Enabling IP Environment (Technology Cluster)<br>(Result Area 3, Initiative 3.1) | Increased Local Patent Filings & Commercialization   |                        |           |        |      |      |      |      |      | IP Office Annual Statistics<br>Reports from R&D institutions<br>Reports on new licensing agreements<br>Reports on revenue generated from commercialization of local technologies |
|   |   | Growing number of Patents filed by residents   | Number                 | 1100      | ?      | ?    | ?    | ?    | ?    | ?    |  |
|   |   | Growing number of local invention disclosures in universities and research facilities  | Number                 | ?         |        |      |      |      |      |      |  |
|   |   | More industry-university collaboration for technology commercialization evidenced by the number of licensing agreements  | Number                 | ?         |        |      |      |      |      |      |  |
|   |   | Revenue generated from commercialization of local technology   | Country Currency       | ?         |        |      |      |      |      |      |  |

# CDP: Logical Framework *(sample)*

First page

Standard Logframe tool used for international development projects

|                          | OVERALL INTERVENTION LOGIC   | OBJECTIVELY VERIFIABLE INDICATORS (OVIS) OF ACHIEVEMENT   | SOURCES AND MEANS OF VERIFICATION  | ASSUMPTIONS & RISKS  |
|--------------------------|--|---|--|--|
| <b>OVERALL OBJECTIVE</b> | To empower the country to use the IP system as a contributing factor in achieving its national development goals, to leverage its participation in the global knowledge and innovation economy <sup>1</sup>  | Stronger systems for administering, protecting and exploiting IPRs  | Government economic development reports/statistics?  | Government's commitment to Global IP System Treaties & implementation of the institutional reforms that may be required by the CDP                       |
| <b>EXPECTED RESULTS</b>  | <p><b>RESULT AREA 1: UPDATED IP LEGISLATIVE, POLICY AND NORMATIVE FRAMEWORKS</b></p> <p><b>1.1 National innovation and IP strategies and plans consistent with national development objectives (P&amp;B III.1)</b></p> <ul style="list-style-type: none"> <li>Formulating/implementing a national IP Policy/Strategy</li> <li>Country Development Plan preparation &amp; follow up (ROADMAP III.A)</li> </ul> <p><b>1.2 Tailored and balanced legislative, regulatory and policy frameworks (P&amp;B I.2)</b></p> <ul style="list-style-type: none"> <li>Coordination of legislative advice re Madrid accession (ASPAC, MLD)<br/>ROADMAP I.A: Trademarks law review and amendment (Madrid)</li> </ul> <p><b>1.3 Enhanced cooperation among Member States on development of balanced international normative frameworks for IP (P&amp;B I.1)</b></p> <ul style="list-style-type: none"> <li>Direct, Support &amp; provide guidance and participation in high-level activities in relation to the IGC process (OADG-GS)</li> </ul> |   | <p>National IP Policy/Strategy paper prepared</p> <p>Ratification of Madrid System by government</p> <p>Country Development Plan <u>draft</u> is completed</p> |  |
|                          | <p><b>RESULT AREA 2: ENHANCED EFFICIENCY OF NATIONAL IP OFFICES AND IP REGISTRATION SYSTEM</b></p> <p><b>2.1 Strengthened cooperation mechanisms and programs tailored to the needs of countries (P&amp;B III.4)</b></p> <ul style="list-style-type: none"> <li>Heads of IP Office Conferences Project (HIPOCs)</li> <li>Consultations with sub-regional committees (SAARC)</li> </ul>   | <p>Participation at HIPOC by the Director General of NIPO</p> <p>Annual consultations held with SAARC</p> | <p>NIPO statistics</p> <p>Survey of users of IP services</p>   | <p>Management commitment to implement recommendations of the IP Diagnostics project</p> <p>Recruitment and retention of trained, qualified examiners</p> |

# CDP: Activities Matrix *(sample)*

First page

| EXPECTED RESULT   | ACTIVITIES  | DURATION  | TARGET BENEFICIARIES  | HOST / COORGANIZER  | RESPONSIBLE SERVICES   |
|---|---|---|---|---|------------------------|
| <b>RESULT AREA 1: UPDATED IP LEGISLATIVE, POLICY AND NORMATIVE FRAMEWORKS</b>   |   |   |   |   |                        |
| <b>1.1 Tailored and balanced IP legislative, regulatory and policy frameworks (P&amp;B I.2)</b>   | <ul style="list-style-type: none"> <li>a) Coordination of assistance for Madrid System accession and/or usage (ASPAC)</li> <li>b) Desk review of Trade Mark legislation (Madrid provisions) and/or drafting of comments or proposed amendments (ASPAC, MLD)</li> <li>c) Desk review of Patent legislation (PCT provisions) and/or drafting of comments or proposed amendments (ASPAC, PLD)</li> <li>d) Coordination of assistance for information on the Marrakesh Treaty (ASPAC, CLD)</li> </ul> | Over <u>1 year</u> period   | IPO Pakistan and relevant stakeholders  | WIPO  | ASPAC<br>MLD, PLD, CLD |
| <b>1.2 National IP strategies and plans consistent with national development objectives (P&amp;B III.1)</b>   | <ul style="list-style-type: none"> <li>a) Development of an IP assistance country plan (CDP) for Pakistan (ASPAC)</li> <li>b) Operationalization of the CDP in collaboration and follow-up with national authorities and stakeholders (ASPAC)</li> </ul>  | Over <u>1 year</u> period   | IPO Pakistan  | WIPO /<br>IPO Pakistan  | ASPAC                  |
| <b>RESULT AREA 2: ENHANCED EFFICIENCY OF NATIONAL IP OFFICE AND IP REGISTRATION SYSTEM</b>  |   |   |   |   |                        |
| <b>2.1 Strengthened cooperation arrangements with institutions in developing countries, LDCs &amp; countries in transition, tailored to their needs (P&amp;B III.4)</b> | <p><u>ROADMAP IV.A: HIPOC</u></p> <ul style="list-style-type: none"> <li>a) Organizing of HIPOC (Heads of IPO Conference)</li> <li>b) Annual consultation meeting with SAARC Committee</li> </ul>   | <ul style="list-style-type: none"> <li>a) 3-Days</li> <li>b) 1-day</li> </ul> | <ul style="list-style-type: none"> <li>a) IPO Pakistan management with Heads of other IP offices</li> <li>b) Pakistan Mission representative in Geneva</li> </ul> | <ul style="list-style-type: none"> <li>a) <i>WIPO – Japan</i></li> <li>b) <i>WIPO Geneva</i></li> </ul> | ASPAC                  |

# CDP: Time Plan *(sample)*

First page

| ACTIVITIES BY RESULT AREA   | MILESTONES  | 2016 |    |    |    | 2017 |    |    |    | 2018 |    |    |    | 2019 |    |    |    | 2020 |    |    |    | 2021 |    |    |    | 2022 |    |    |    |
|---|---|------|----|----|----|------|----|----|----|------|----|----|----|------|----|----|----|------|----|----|----|------|----|----|----|------|----|----|----|
|   |   | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 | Q1   | Q2 | Q3 | Q4 |
| <b>RESULT AREA 1: Updated IP Legislative, Policy and Normative Frameworks</b>   |   |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| 1.1 Tailored and balanced IP legislative, regulatory and policy frameworks (P&B I.2)  |   |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| Coordination of assistance in Treaty accession and/or usage (Madrid) (ASPAC)<br><br>Desk review of TM law (Madrid provisions) and/or drafting of comments or proposed amendments (ASPAC, MLD) | 1. Madrid preparation completed 2017 Q4<br><br>2. Madrid proposal submitted to govt. 2019 Q1  |      |    |    |    |      |    |    | X  |      |    |    |    | X    |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| 1.2 National innovation and IP strategies and plans consistent with national development objectives (P&B III.1)   |   |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| Development of country plan (ASPAC)<br><br>Advice and follow-up implementation with national authorities and stakeholders (ASPAC)   | 1. CDP concept paper drafted 2016 Q4<br><br>2. CDP Thailand preliminary paper drafted 2017 Q1 |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| 1.3 Wider and better use of WIPO economic analysis in policy formulation (P&B V.2)  |   |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| Study on Understanding of Industrial Designs Use in Southeast Asian countries   | 1. Study completed 2017 Q4  |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |
| Direct, support & provide guidance and participation in high-level activities in relation to the IGC process (OADG-GIS)   |   |      |    |    |    |      |    | X  |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |      |    |    |    |

***Thank You***