



WIPO Japan Office (WJO)

Osaka
November 26, 2019

Regional High-Level Summit for University Presidents & Senior Policy Makers on Creating
Enabling Innovation Environment (EIE) for Intellectual Property & Technology

About the WJO

- Established **Sept. 1, 2006**
- Located in **Tokyo**
- **Personnel Resources (7)**



Photo: WJO



Photo: WJO

WJO

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ORGANIZATION

Strategic Focus of the WJO 2018

- 1. Promotion of **WIPO's Global IP Services and Databases**
- 2. **Capacity building** for developing countries
- 3. Promotion of WIPO initiatives: **WIPO Re:Search**
- 4. **Communication to a broad public** about IP and WIPO's role



Photo: WJO



Photo: Kao Corporation



Photo: Ministry of Economy, Trade, and Industry

1. Promotion of WIPO's Global IP Services

- In 2018, increased Madrid applications from Japan by **22.8%**, designs filed with Hague system by **47.0%** and PCT applications by **3.1%**
 - In the past 12 months, WJO staff presented on at over **59** venues all over Japan to **5,865** participants
 - Visited **69** Madrid and **58** Hague (current and potential) users
 - Updated users by quarterly newsletters and information published in a popular journal on IP ("*Hatsumei*" Journal)

Visit to users' offices



Photo: Ryohin Keikaku Co., Ltd.

Hague Online Tool Seminar (Aug 2019)



Photo: WJO

WJO Seminar (May 2019)



Photo: WJO

2. Capacity Building for Developing Countries

- In 2018, organized **4** regional workshops, inviting over **60** government officials and private sector stakeholders from various developing countries
- Hosted **3** short-term trainees for two week fellowships with local IP firms
- IP Advantage Initiative
 - Added new and updated existing **case studies in the IP Advantage database**
 - Developed **5** video clips **in cooperation with the WIPO Brazil Office (WBO)**

SME Workshop (Aug 2019)



Photo: Gotaro Dekura

Ms. Soni Seema from India (Feb 2018)

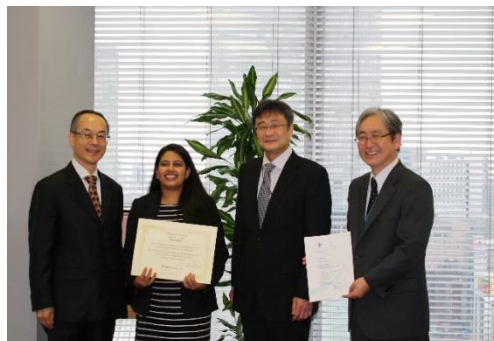


Photo: WJO

Screenshot of a video clip



Photo: WJO

3. Promotion of WIPO initiatives: WIPO Re:Search

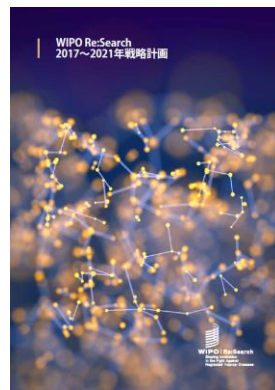
■ Promotion of WIPO Re:Search

- Held **meetings with 8 Japanese pharmaceutical companies** and the Director of the WIPO Global Challenges Division
- Organized a **seminar on WIPO Re:Search** in cooperation with JPMA
- **Set up WJO booth** at the event, “BioJapan”
- **Translated** WIPO Re:Search publications **into Japanese**

BioJapan (Oct 2018)



WIPO Re:Search Five Year Strategic Plan (Japanese)



WIPO Re:Search Annual Report 2018



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4. Communication to a broad public about IP and WIPO's role

- **Translated major WIPO publications**, including “DG’s Report to the Assemblies 2018,” into Japanese for dissemination
- Frequently **updated the WJO webpage** in English and Japanese
- Sent quarterly newsletters to over 300 subscribers
- **Set up WJO booths** at relevant events and exhibitions
- **Organized meetings with Japanese stakeholders** for the Director General and other high-level colleagues from HQ

DG’s Report 2018
(Japanese)



Global Festa (Sep 2018)



Photo: WJO

Patent Information Fair (Nov 2018)



Photo: WJO

JIPA Symposium (Feb 2019)



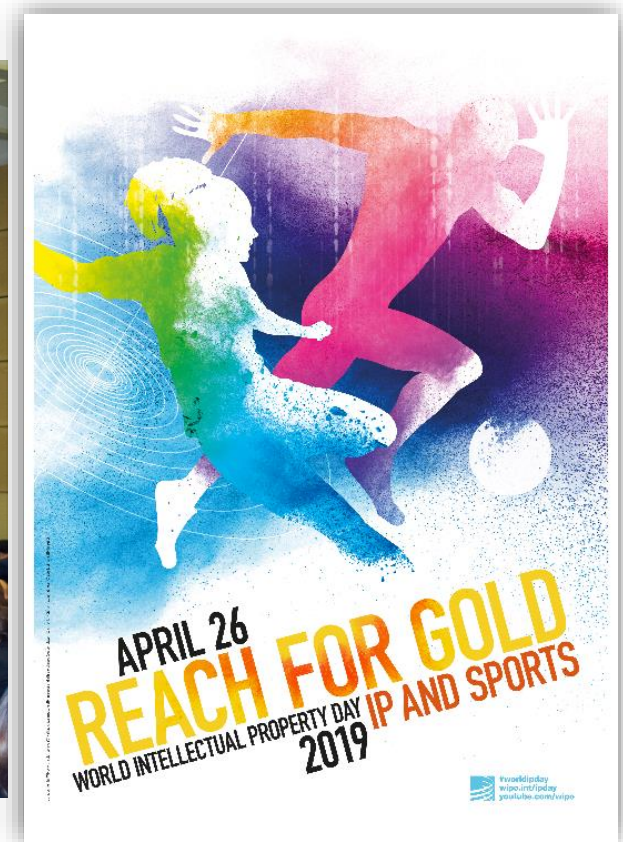
Photo: JIPA

4. Communication to a broad public (cont'd)

- Organized a **World IP Day** event in Tokyo, inviting as speakers:
 - Mr. Nagao, **Paralympic Athlete**, 1988-2008 & 2016, **Japan**
 - Mr. Igarashi, **Director of Tokyo 2020 Olympics Committee**; and
 - Mr. Fujiwara, **Head of Sports Business Development**, **Fujitsu**



Photo: WJO

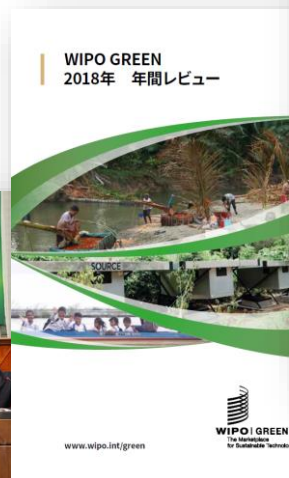


Going Forward

- Increase the number of applications from Japan to the Madrid and Hague Systems
- Develop new Capacity Building projects under J-FIT
- Further promotion of WIPO GREEN in Japan



WIPO GREEN Launch (2013)



How to Explore Ideas Using IP (in-progress)

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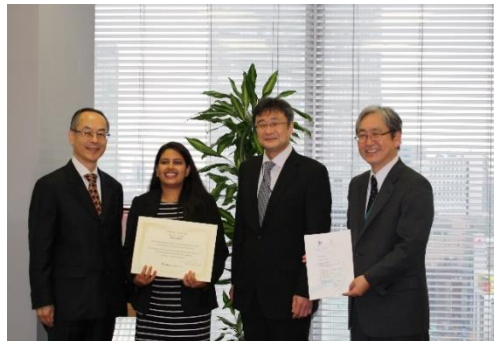


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Screenshot of a video clip



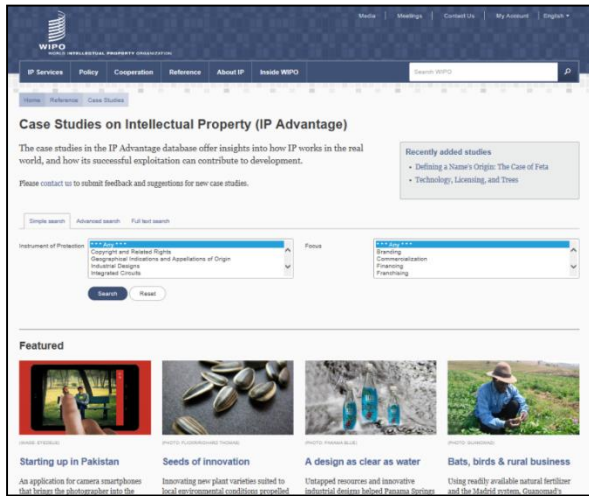
Photo: WJO

2. Capacity Building for Developing Countries (cont'd)

IP Advantage Initiative

www.wipo.int/ipadvantage

IP Advantage database



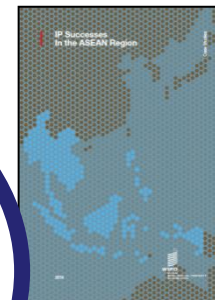
Publications



Honmono (manga) "Genuine Goods"



Short video clips



IP Successes in the ASEAN Region

Thank you for your time.

WJO Flickr Album:



Japan Office
www.wipo.int/japan

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