

New Zealand General Statement

General Assemblies 2021

E ngā mana, e ngā reo, e ngā rau rangatira mā
Tēnā koutou, Tēnā koutou, Tēnā koutou katoa

(To the authorities, the orators, the esteemed leaders
I greet you, I greet you, I greet you all)

Honourable Chair, Director General, Excellencies, distinguished colleagues, ladies and gentlemen.

New Zealand would like to thank the Director General Daren Tang and the Secretariat for their work in bringing together this General Assembly and wish the meeting every success.

New Zealand congratulates the Director General on WIPO's new vision supported by the four strategic pillars of outreach; bringing people and stakeholders together; providing high quality intellectual property services; and supporting governments. The sound initiatives, and broad, inclusive goals where individuals, communities and businesses can all benefit from intellectual property is right for these times. They will help us all contribute to building back better from the pandemic through intellectual property.

WIPO's new vision resonates well with our wider Ministry's purpose to "Grow New Zealand for All", where all members of society are to be taken into account. Our goals are underpinned with the concepts of wellbeing, productive, sustainable and inclusive growth to contribute to improved wellbeing for all New Zealanders today and in the future.

New Zealand has continued to broaden the reach of the intellectual property message to new audiences in a number of ways. Last year this included new case studies in our "Dream It, Do It, Own It" campaign aimed at people with low intellectual property experience; a successful World IP Day event highlighting the amazing innovation of some New Zealand SMEs; and delivering new tools for users of the intellectual property system such as a classification tool to make it easier for people to use the trade mark system.

The value of the WIPO global IP systems in these challenging times has been evident. In New Zealand, Madrid usage equalled, and PCT usage exceeded, pre-pandemic levels, showing the value New Zealand businesses place on seeking protection for their brands and innovations around the world.

New Zealand values the work of the IGC and supports its continuing mandate. We hope that during the mandate period, the IGC will be able to continue its work in developing international instruments for the protection of intellectual property and genetic resources, traditional knowledge, and traditional cultural expressions. This issue is very important to Māori and we look forward to contributing to the IGC's deliberations.

The New Zealand government has started a work program to develop *sui generis* systems and legal frameworks for the protection of Māori traditional knowledge and traditional cultural expressions, and how this would work with existing intellectual property protection.

This work includes the modernisation of the New Zealand's plant variety rights legislation. The new Plant Variety Rights Bill now being considered by the New Zealand Parliament provides for participation by Māori in the plant variety rights grant process where new plant varieties are developed from indigenous plant species.

Thank you Chair for your leadership of this session and we offer you our support to help make these Series of Meetings a success.

Ngā mihi nui