



**Permanent Mission of the Independent State of Samoa
to the United Nations and other international organisations in Geneva**

Check Against Delivery

**STATEMENT BY H.E. TOLEAFOA NELLA TAVITA LEVY
PERMANENT REPRESENTATIVE**

**63rd SERIES OF MEETINGS OF THE ASSEMBLIES OF THE MEMBER STATES OF WIPO
15 JULY 2022, GENEVA**

Honourable Chair,
Honourable Ministers,
Excellencies and Distinguished Delegates,

Talofa! And greetings to you all. It is a pleasure to address this esteemed gathering, on behalf of the Government of Samoa, through its permanent representation here in Geneva, only recently established two months ago.

Chair, we align with the statements made by Vanuatu on behalf of the Pacific Group; and by India on behalf of the Asia-Pacific Group.

We take floor, Madame Chair, simply to acknowledge with appreciation, the significant support of the WIPO for Samoa, including enabling Samoa's accession to key IP treaties since 2018 including the Madrid Protocol, the Patent Cooperation Treaty, the Lisbon Treaty and the Hague System. We appreciate the work on branding for nonu, Samoa benefitting from the Madrid fellowship programme and a number of interventions towards building the capacity of Samoa's Intellectual Property Office and Registries. We encourage that we should continue and expand this good work that

has begun; pick up the momentum where COVID-19 may have disrupted; and commit to successful completion.

The addition of the new registries are opportunities to support Samoa's private sector, almost 100% of which are micro, small and medium sized enterprises. There is so much more that we can do including across sectors in e-commerce, business innovation, youth entrepreneurship, IP education, research, traditional knowledge and folklore.

We look forward to working with you all our partners, the Director General and his good offices including the Pacific and Asia Division in promoting IP as tool for economic development especially for Small Island Developing States.

Thank you, Chair.