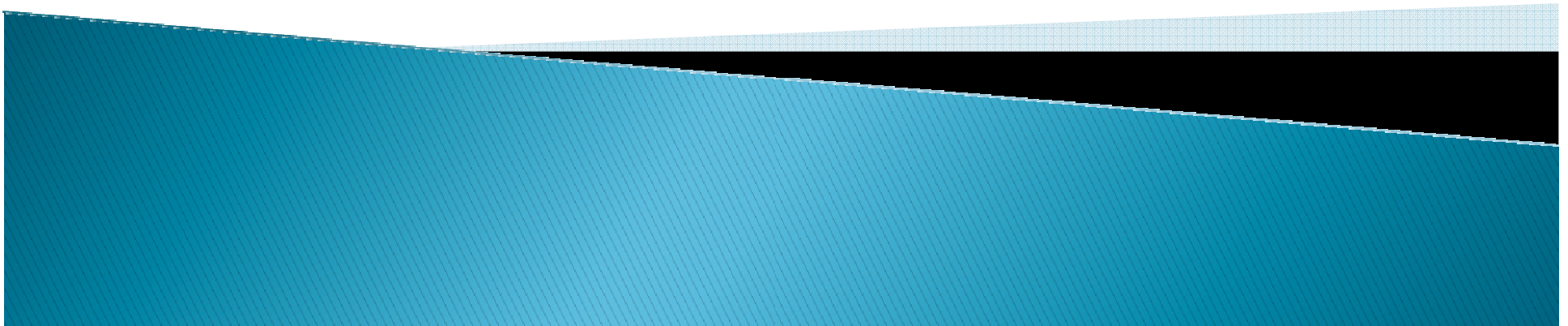


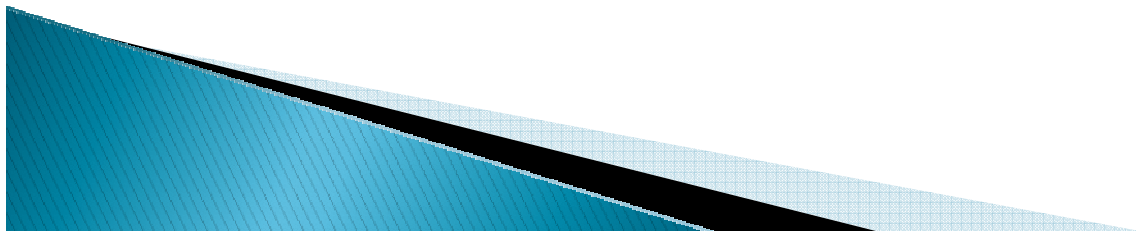
**South-South Cooperation in
establishing development oriented approaches to
building respect for IP, addressing benefits, costs
and balancing rights**

Dissanayake M. Karunaratna



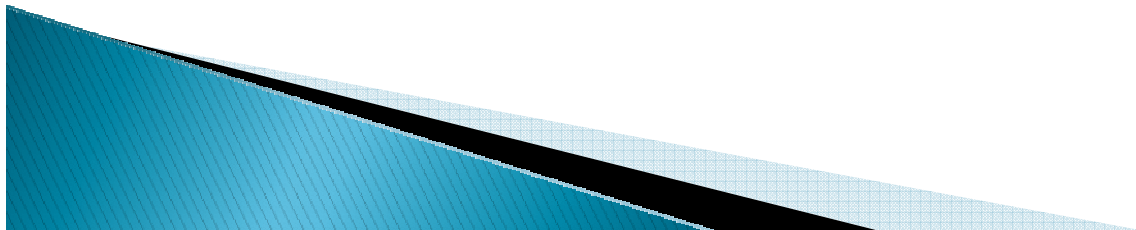
South–South Cooperation

- ▶ ‘South–South Cooperation is not an option, but an imperative to complement North–South Cooperation in order to contribute to the achievement of the internationally agreed development goals ... SSC is about the tremendous force of solidarity expresses the conviction that development remains our primary responsibility’.
- ▶ (Marrakech Declaration on South–South Cooperation –Art. 1)



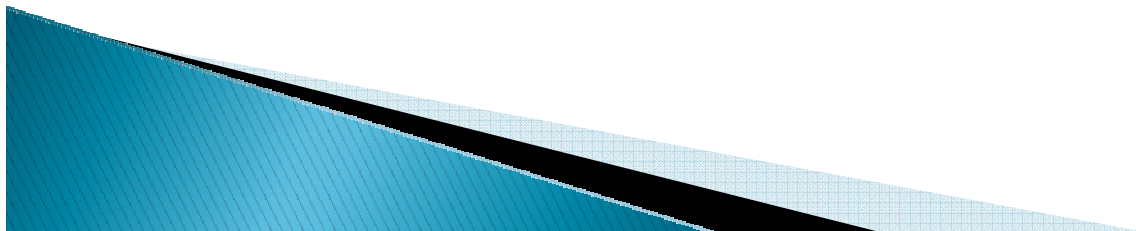
Development

- ▶ Meaning, scope, parameters and limitations..... It has its own meaning etc. in the context of every different country



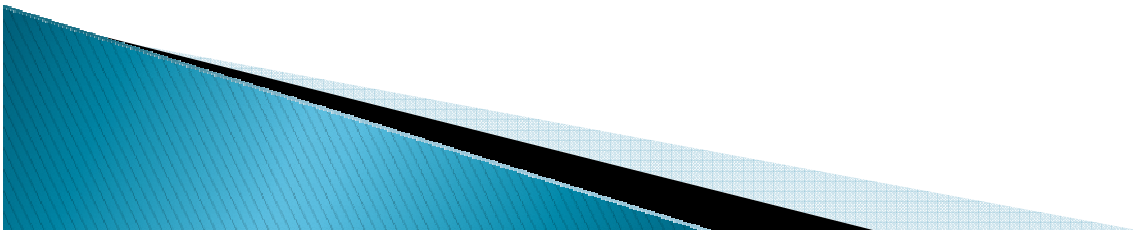
Conducive environment ... relevant and crucial....

- ▶ Environment conducive for vibrant economic/development activities
- ▶ Areas required attention such as.. national creativity, investment, transfer of technology, commercialization of products and services, industrial and commercial strategies/catalysts, education, R & D, food security.... Etc.,



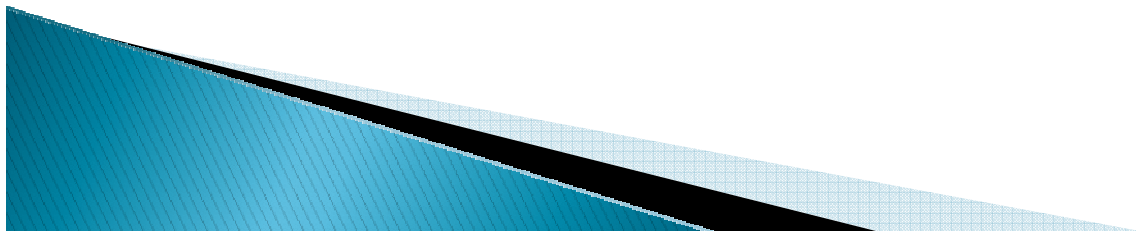
IP has a role to play ...

- ▶ IP has a role to play in environment conducive for development...



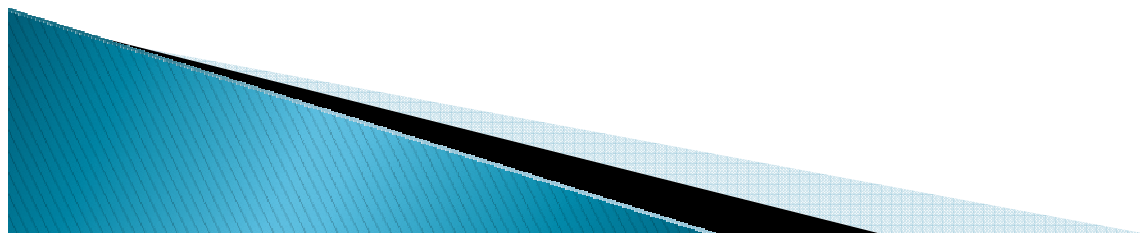
Respect for IP

- ▶ Contribution to the promotion of innovations and transfer and dissemination of technology for mutual advantage of producers and users and for social benefit and balancing rights and obligations. (DA – recommendation no. 45)



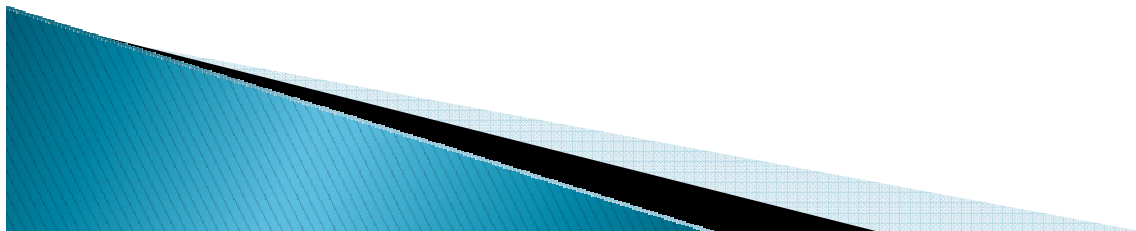
Putting house in Order

- ▶ Charity begins at home !
- ▶ Cooperation and domestic IP environment
- ▶ Enabling environment –policy, law, capacity building, coordinated efforts, cost effectiveness, public awareness
- ▶ Promoting national creativity and helping creators, etc., etc., ...
- ▶ Respect for domestic IP and IP rights
- ▶ Nationally for example : IP office, inventors' commission and promotion of inventions, public outreach, training, infrastructure facilities, interest in respect of IP at higher level, software & BSA study.(Sri Lanka on the top of nations in Asia who reduced software piracy in 2011 and presidential directives on software and copyright and related rights material).



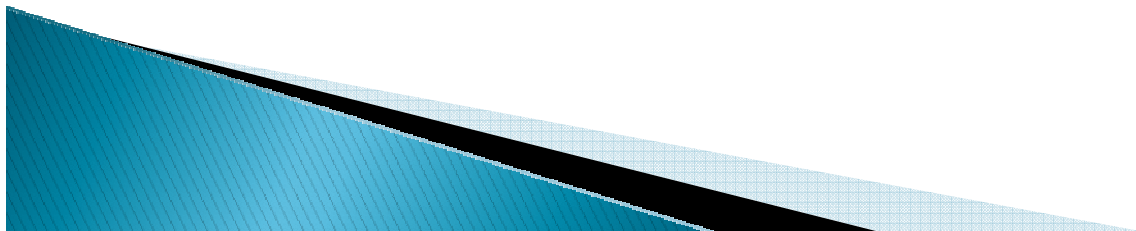
Areas of Cooperation

- ▶ Can be any area relevant and appropriate ...
- ▶ Creativity, protection management including commercialization and....
- ▶ Building respect



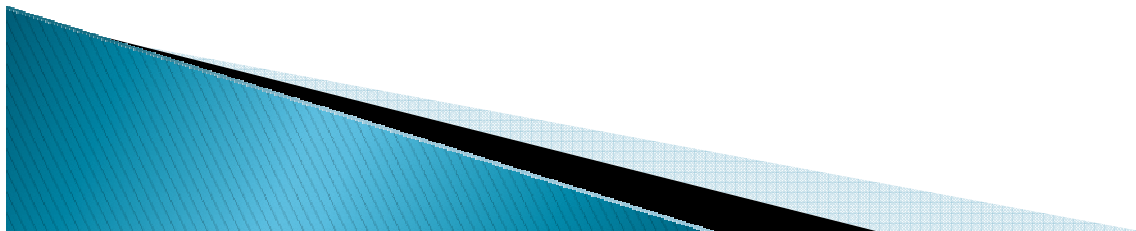
Why respect

- ▶ Promotion of national creativity
- ▶ Recognize local creators, entrepreneurs, industrialists, etc., R & D, business & industry
- ▶ Health
- ▶ Consumer protection
- ▶ Food security
- ▶ Culture and civilization
Thus, crucial in domestic economic and development related activities
- ▶ Respect for IP and addressing benefits, cost and balancing rights – social benefits v. cost of domestic creativity



Why be pro-active

- ▶ No time to waste ...
- ▶ Not to be left aside
- ▶ Meet the reality
- ▶ Popular trend Vs. reality trend

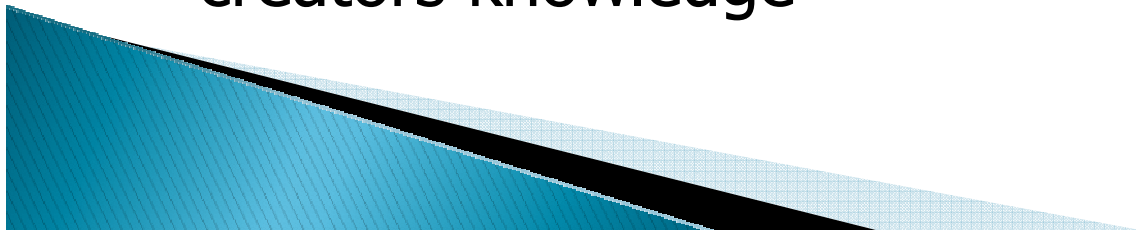


Approaches in cooperation ...

- ▶ Understanding real challenges and opportunities
- ▶ Understanding and evaluation of root causes for not respecting
- ▶ Addressing challenges specific to individual counties and common challenges
- ▶ Change of outlook, attitude and thinking
- ▶ Agreed common methodologies
- ▶ Training, education, coordination etc
- ▶ Exchange of information
- ▶ Sharing expertise and best practices and learning from each other/one another
- ▶ Networking among stakeholders
- ▶ Close dialogue

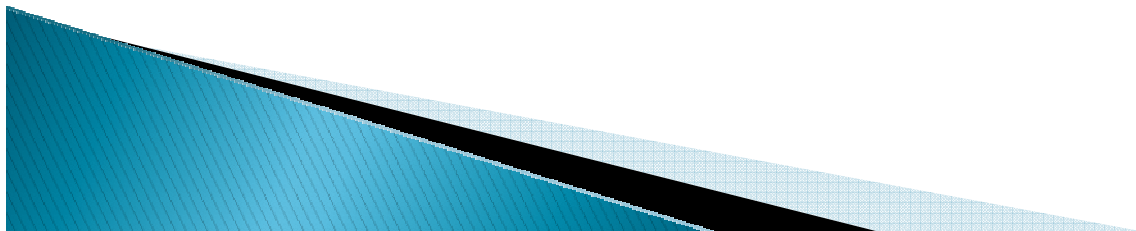
Approaches in cooperation ...continued

- ▶ Resources including financing
- ▶ Common/group activities
- ▶ Monitoring and evaluation
- ▶ Continuation
- ▶ Competitions, exhibitions and 'Clinics', etc.,
- ▶ Minimize repetition
- ▶ Monitoring and evaluation
- ▶ Continuation
- ▶ Small economies and LDCs: special attention
- ▶ Transform from status of users of knowledge to creators knowledge

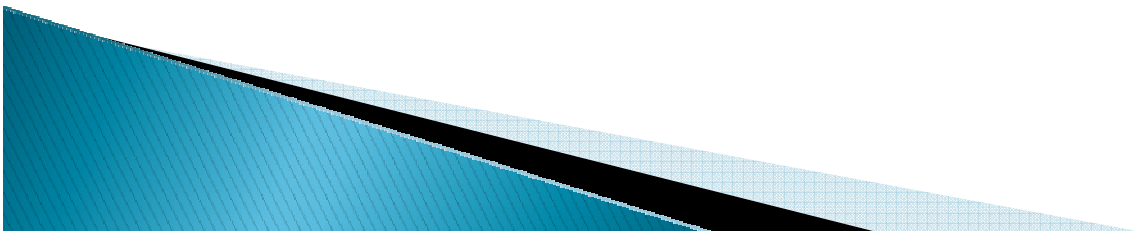


May go to the forms of....

- ▶ Bilateral (Training patent/trademark examiners of Bhutan in the IP Office of Sri Lanka)
- ▶ Sub-regional
- ▶ Regional
- ▶ Inter-regional
- ▶ Global



- 
- ▶ Lets be genuine, transparent, result oriented, balanced and proactive ...



Thank you very much

