

What's Next?

Working Towards a Common Denominator

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Background

- **Lack of instruments to help APEC economies to assess level of IPR awareness within their economies**
- **Knowledge of the development of effective strategies for IPR public education throughout the APEC region is mixed**

APEC IPR Public Education & Awareness Market Research Best Practices

- **To provide market research guidelines and a survey instrument to enable developing member economies to conduct effective surveys on IPR**
- **To develop human resource capabilities for the purpose of investigating current public attitudes to intellectual property protection in their economies**
- **Project led by IP Australia, HKIPD and IPOS**

Benefits of the Project

- **Ready access to market research tool and guidelines**
- **Cost efficiency**
- **Common denominators for sharing purposes**
- **Development of peer-to-peer networks**

Deliverables

- **‘How to’ guidelines for conducting market research**
- **Model survey instrument**
- **A two-part workshop focusing on:**
 - Conducting effective market research on IPR awareness and sharing of best practices
 - Using market research to develop effective IPR campaigns to address ongoing and emerging piracy activities
 - Target audience: APEC economies and local / regional / international organisations interested in planning and/or implementing IP education on a local, regional or international basis

Realising the Project

- Presented project proposal at APEC IPEG meeting at Mexico in Aug 2006
- Strong support from APEC member economies
- Countries participating in pilot testing: Canada, Chile, Mexico, Thailand, Vietnam and USA
- Approved by BMC in Oct 2006

Key Milestones

Data / Requirement Gathering

IPOS, IP Australia and HKIPD works with appointed research company to gather background information for market research guidelines and survey instrument

Background information gathered from pilot testing economies and their stakeholders through Phone, Fax Email and Face-to-face interviews

Pilot Economies to provide Project Leader to Singapore by 15 Dec 2006

Interviews will be conducted starting from Jan 2007

Key Milestones

Development of market research guidelines and survey instrument

Appointed research company compiles information gathered and proceeds to develop pilot versions of guidelines and survey instrument for pilot testing in 6 voluntary member economies, in close consultation with project leaders

Projected time taken: 1 Month

Projected phase commencement: Mar 2007

Key Milestones

Pilot testing in 6 voluntary economies

Appointed research company to execute a pilot test in the pre-determined 6 APEC member economies:

- ▶ Canada
- ▶ Chile
- ▶ Mexico
- ▶ Thailand
- ▶ Vietnam
- ▶ USA

Projected time needed: 1 Month

Key Milestones

Analysis

Research company to review results from pilot tests to identify areas for improvement and make necessary adjustments to both pilot guidelines and survey instrument according to feedback received from both pilot testing economies and project leaders

Final version of the guidelines and survey instrument will be developed at this stage

Projected time needed: 2 Months

Key Milestones

Presentation

Model market research guidelines and survey instrument will be unveiled at the workshop with the following themes:

- “Conducting effective market research on IPR awareness and sharing of best practices”
- “Using market research to develop effective IPR campaigns to address ongoing and emerging piracy activities”

Workshops to be held in Singapore – Nov 2007

See you in Singapore – Nov 2007



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Professional advice must be sought prior to acting on any matter contained within this presentation.