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# Future Challenges – Public Education and Awareness Programs for SMEs

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# Background

- Small and Medium-Sized Enterprises (SMEs) account for in excess of 90% of all enterprises in the Asia-Pacific region.
- SMEs are significant employers in APEC Economies and contributors to economic growth.
- APEC SME Ministers agreed that better understanding and management of intellectual property rights is one of five practical measures APEC economies could pursue to stimulate SME growth.\*
- Research undertaken by IP Australia suggests that SMEs:
  - lack basic understanding of IP identification, commercialisation, protection and enforcement;
  - lack awareness of where to go for assistance;
  - fear that their IP will be infringed;
  - consider the costs of IP protection and enforcement to be prohibitive; and
  - only consider IP when in trouble.

\* From the Joint SME Ministerial Statement 'Driving SME Growth through Economic Reform' issued by APEC Ministers at the 14th APEC SME Ministerial Meeting (held in Hobart, 8-7 March 2007).



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# ‘APEC IPR Public Education and Awareness Program for SMEs’

- Third phase of the APEC Public Education and Awareness Program, delivered by IP Australia, HK IPD and IPOS
- Objectives:
  1. To develop the human capital of APEC Member Economies to enable implementation of IPR PE&A campaigns which promote the effective use of the IPR system by SMEs; and
  2. To provide a practical resource to assist SMEs in the APEC region in making critical decisions in the identification, management, protection, commercialization and enforcement of their IPR.



# Benefits

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- Opportunity to share experiences on targeting SMEs with IPR PE&A programs – building capacities in APEC Economy IP Offices
- Development of a practical tool which covers the whole innovation cycle, relevant to SMEs in all APEC Economies
- Collaboration with SME experts from the APEC SME Working Group
- Cost efficiencies
- Continued development of peer-to-peer networks





## Deliverable One - Workshop

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“Conducting effective IPR PE&A campaigns for SMEs” workshop, featuring sessions on:

- Designing and implementing PE&A campaigns to educate SMEs on identification, protection, commercialisation and enforcement of IPR;
- Designing and implementing PE&A campaigns to educate SMEs on IPR counterfeiting and piracy issues;
- Promotional strategies with cut-through (what works and what doesn't);
- Practical case studies from IP offices with existing SME products; and
- Using partnerships to maximum advantage.





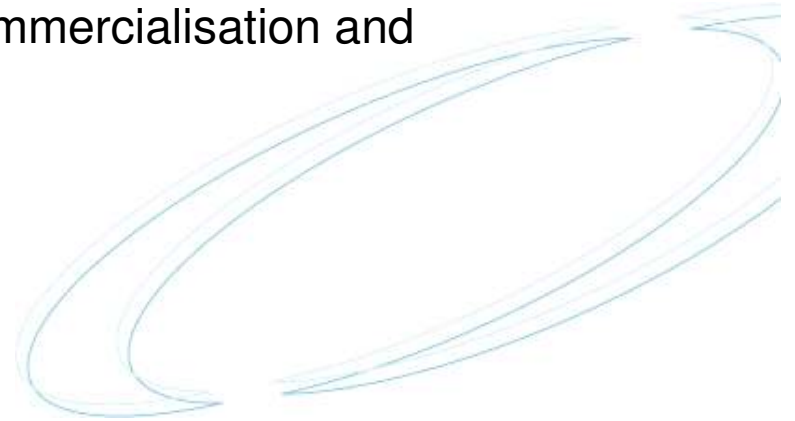
## Deliverable Two – IPR SME Resource

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APEC SME IPR Commercialisation and Management Resource containing:

- Practical information to assist SMEs in the APEC region in making critical decisions in the identification, management, protection, commercialization and enforcement of their IPR;
- Useful electronic tools, including a proforma document/template to help SMEs identify their IP assets, as well as diagnostic tools /checklists to assist SMEs in the IP commercialisation and enforcement processes.





## Approach and Timing

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“Conducting effective IPR PE&A campaigns for SMEs Workshop”:

- Presentations from a range of APEC economies, WIPO and the private sector
- To be conducted in Australia in November 2008.

“APEC SME IPR Commercialisation and Management Resource”:

- Researcher/writer to compile information from existing publications and tools produced by APEC IP Offices, as well as primary research into regional approaches IP identification, management, protection, commercialization and enforcement
- Legal specialist will check the product for accuracy
- To be delivered by end 2009



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# See you in Australia in 2008!

