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ASEAN IP Register National Workshop

Intellectual Property for SMEs: WIPO Singapore Office's Initiatives

Thitapha Wattanapruttipaisan

Director, WIPO Office in Singapore

Jakarta, Indonesia
May 8, 2024

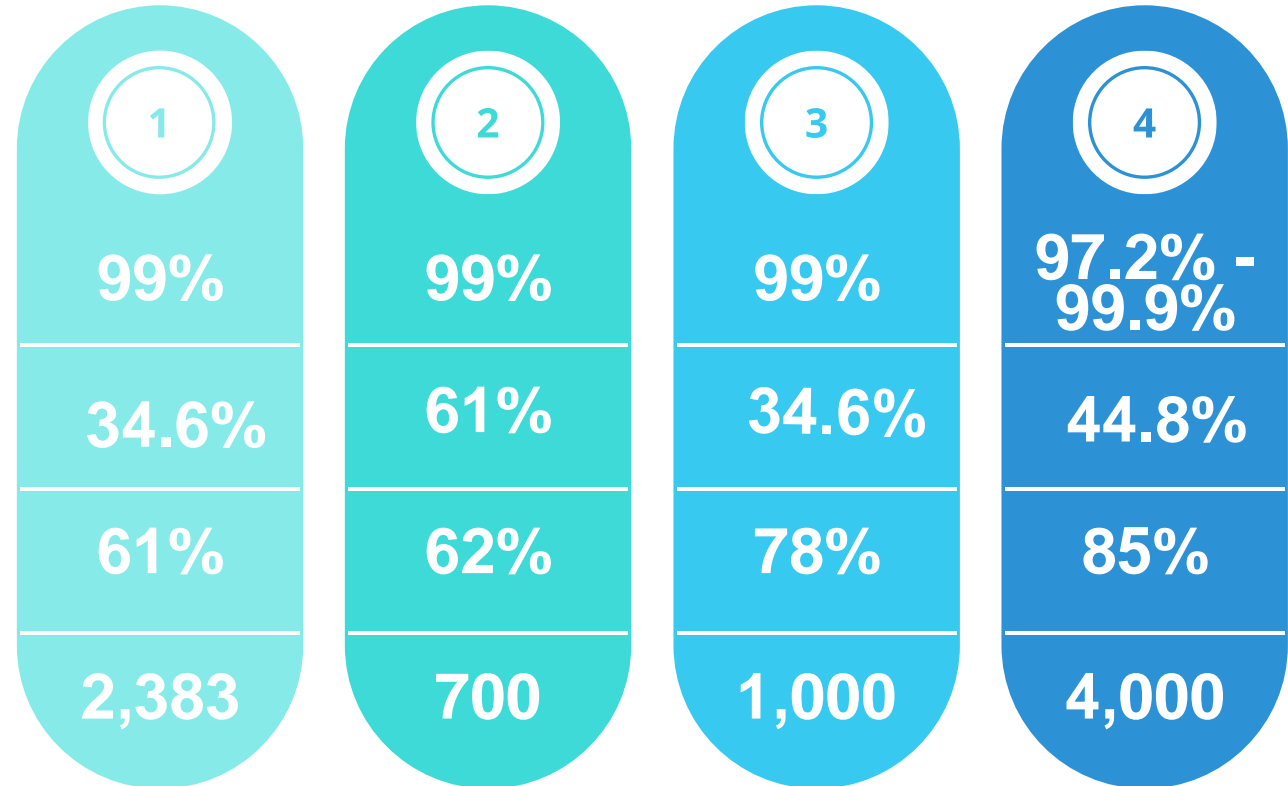


MSMEs IN NUMBERS

Indonesia Philippines Thailand ASEAN

Some statistics

- % of total enterprises
- % GDP contribution
- % Job creation
- Number of startups



RISE OF STARTUPS

52 UNICORNS

110 Bn VENTURE CAPITAL INVESTMENTS IN 2022

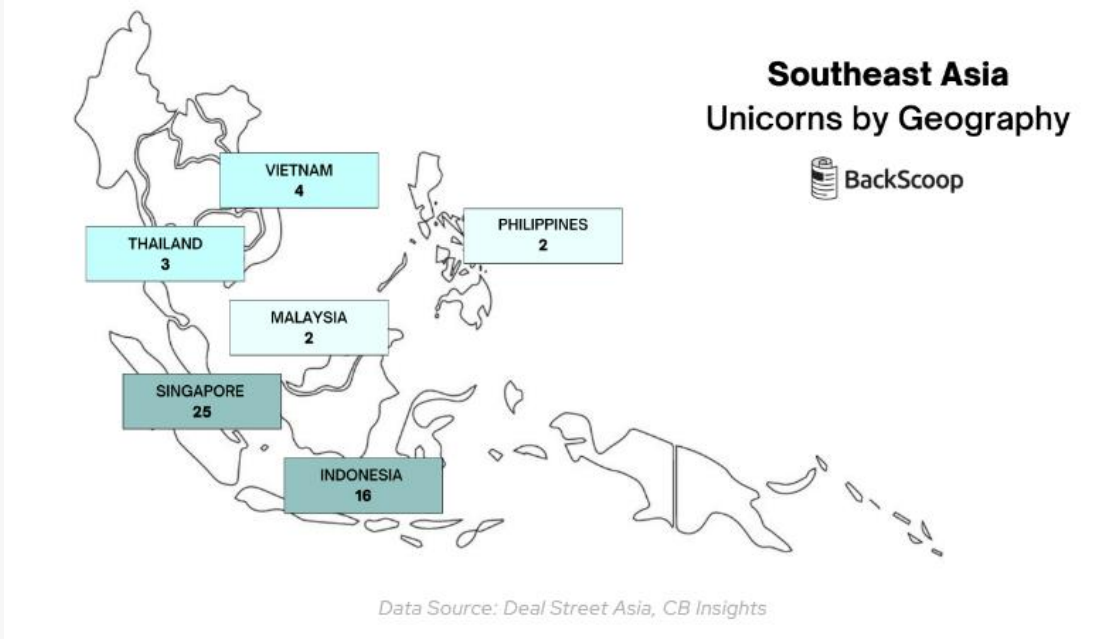
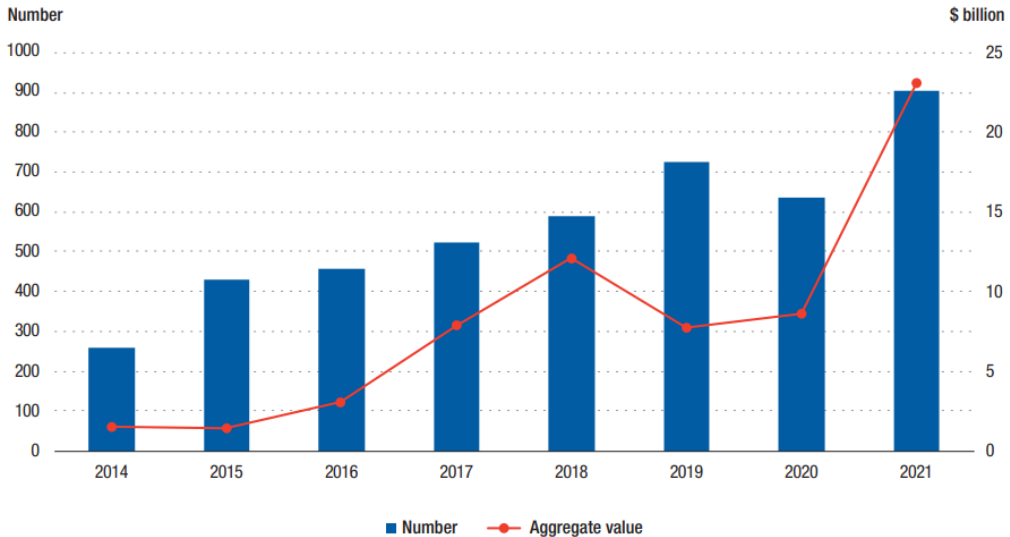


Figure 2.5. Venture capital deals in ASEAN, 2014–2021 (Number and billions of dollars)

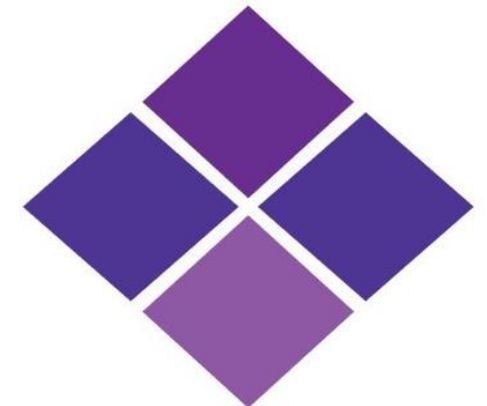
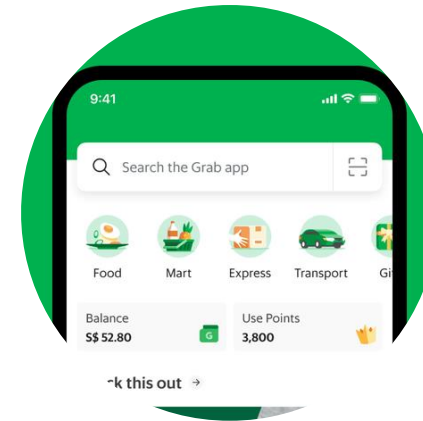


BETWEEN 2012 AND 2022.....

+110% TRADEMARK
APPLICATIONS
GROWTH

+70% PATENT
APPLICATIONS
GROWTH

+80% INDUSTRIAL DESIGNS
APPLICATIONS
GROWTH



The Memorandum of Understanding (MOU) between ASEAN and WIPO on Expansion of Cooperation in Specific Areas

“...a forward-looking agreement with ASEAN to expand the use of intellectual property (IP) in supporting economic, social and cultural development across the region...”



Signed in Semarang, Indonesia, 20 August 2023

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Helping ASEAN SMEs and startups to use IP in support of intra-regional and inter-regional trade through awareness and capacity-building as well as the provision of infrastructure, tools and resources

3

Leveraging on the digital technologies for business success through increased and effective use of IP

6

Unlocking the use of IP and other intangible assets of businesses to secure monetization and financing

3

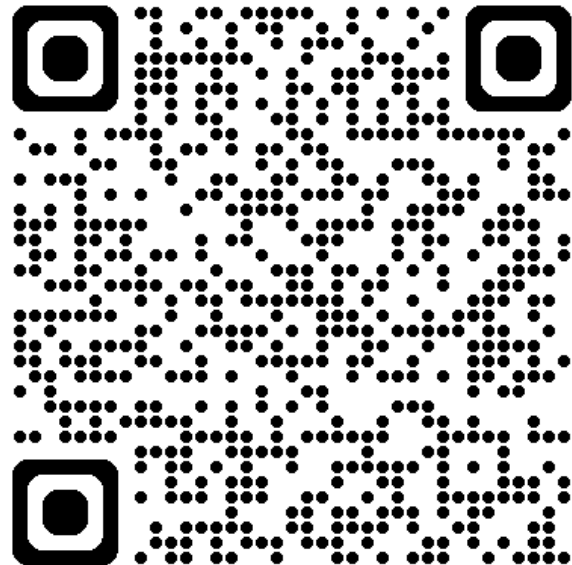
Supporting creative industries through the development and building capacity on economic indices to measure their contribution to national economies



23

WSO Regional Engagement

Seeks to support & high profile Small-to-Medium Enterprises (SMEs), Women, Youth and Communities



- Private sector entities in ASEAN: the ASEAN-Business Advisory Council (ASEAN-BAC), the ASEAN Women Entrepreneurs Network (AWEN), the ASEAN Young Entrepreneurs Council (AYEC), national CCIs, & SMEs.
- IP Associations
- IP Offices and various agencies in the IP ecosystems in ASEAN
- Local communities and youth
- Universities

I. Empowering SMEs, women, youth and other underserved communities to use IP in support of trade and integration through the implementation of the region-wide projects and the use of WIPO Global IP systems and services

Multi-stakeholder approach

Scaled-up Delivery of IPMC for SMEs/Startups Program in ASEAN

- Brunei Darussalam (4 March-May 2024)
- Cambodia (date, TBC)
- Lao PDR (11 March-May 2024)
- Indonesia (date, TBC)
- Malaysia (date, TBC)
- Thailand (starting August 13-22 & September 2-10, 2024)
- Viet Nam (date, TBC)

Scaled up delivery of IP Management Clinics for SMEs/Startups in ASEAN

Program Components: Four-month Mentoring Program

Mentorship



- In-person deep-dive diagnosis and strategy sessions with IP and business experts
- Supplemented by a series of group and one-on-one online sessions

Training



- Training opportunities, with access to practical business and IP tools and resources
- Special sessions by industry expert(s) and WIPO Center on Contract Negotiations

Networking



Access to public events, and networking opportunities

IP Roadmap



Companies to receive playbooks/roadmaps, with tips and recommendations, on IP strategy design and development

WIPO-ASEAN Scaled-up IPMC: Leveraging IP for Business Growth and Globalization

Exobrooch: IPMC Helping Fashion Startup Protect Its Innovative Designs

Few cities deserve the “melting pot” moniker quite like Jakarta. The Indonesian capital's 10.7 million inhabitants, hailing from across the Indonesian archipelago and further afield, have made Jakarta a kaleidoscope of cultures, ideas and traditions. All these are reflected in the city's thriving handicrafts industry and in its many craft fairs. Here visitors can see a range of traditional skills on display, from the distinctive patterns of batik clothing to Java's iconic wayang puppetry.



Bunga founded Exobrooch after demand for her eye-catching brooches increased (Image: Exobrooch)

Beautifying the Muslim World with Halal Cosmetics

A cosmetics company from Indonesia is helping Muslim women and men feel comfortable using beauty products, especially during religious ceremonies, by integrating Halal certification in all their products.

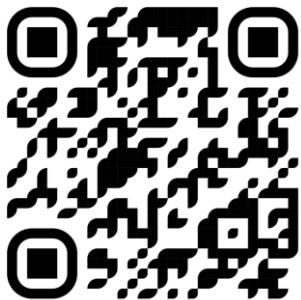
Like many other global brands, Paragon Corporation, a leading Indonesian cosmetics manufacturer encompassing 11 brands, over 1,400 SKUs, and a staff of more than 12,000, also had a humble beginning, starting in a garage.



The various products under the branding of Paragon Corp

- At the end of the four-month program, these companies will receive roadmaps with suggestions on their respective IP and brand strategies and on building sound IP portfolios.

ASEAN Mediation Program

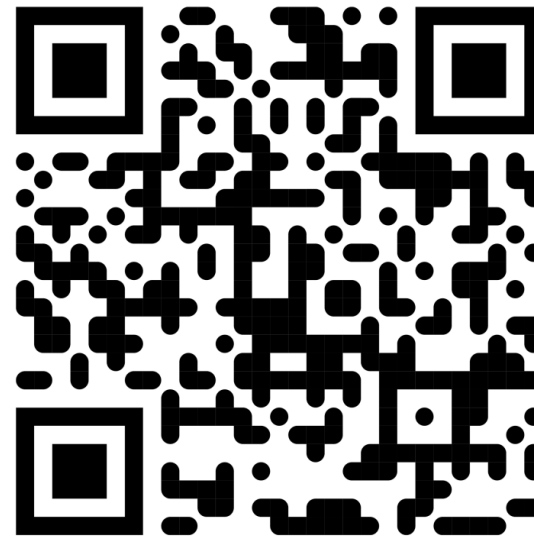


- Launched on 3 July 2023, the AMP is a joint WSO-IPOS initiative under WIPO- Government of Singapore MoU. It helps ASEAN parties to save time and cost in resolving their IP and technology disputes and in contract negotiations through the WIPO Arbitration and Mediation Center (AMC) in Singapore through the provision of some funding assistance in the process. Each mediation case involving at least one ASEAN party may be funded up to SGD 8,000 and the AMC provides mediation services under the AMP. The IP Office of Singapore and WSO, with support of the AMC in Singapore, have extended funding assistance for this Program until December 31, 2024.
- ASEAN enterprises and individuals with IP or technology disputes, or with outstanding terms to be agreed in IP or technology deals under negotiation, can now tap the funding for mediation to reach win-win outcomes. An example of “IP or technology deals” is a license for standard essential patents: the negotiating parties may not be able to agree on the license fees, and could benefit from mediation to break the impasse.
- [Trademark Mediation Case successfully settles under the WIPO-Singapore ASEAN Mediation Programme](#)

ASEAN Mediation Program



- Up to SGD 8,000.
- Any existing IP/technology dispute or negotiation involving a party **who is an ASEAN national or entity**.
- Can be used for pre-action mediation.
- Mediator must be based in Singapore.
- Other conditions, please use QR code below.



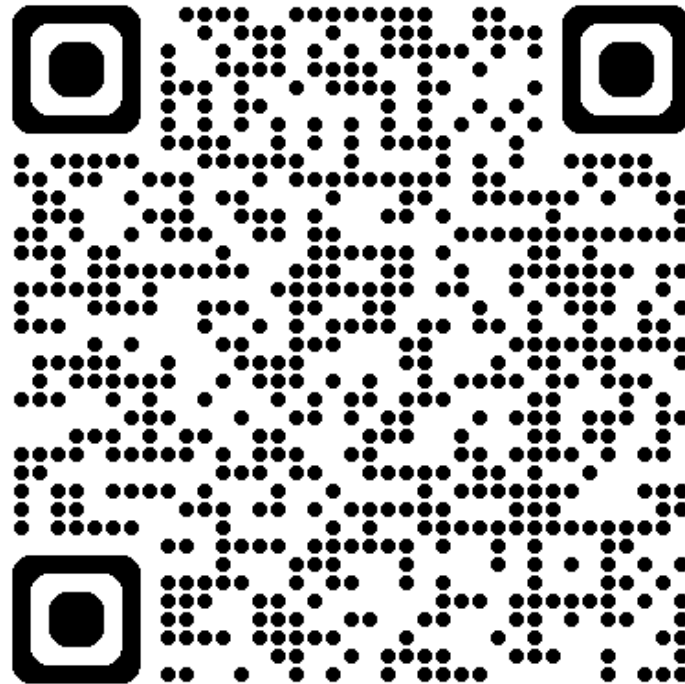
STRATEGIC IP ASSIST – YOUR FREE ADVISORY PROGRAM

Multi-stakeholder approach

- Initiated by WIPO with the objective of providing essential support and guidance to SMEs in leveraging the Intellectual Property (IP) system
- Offering free advisory services to businesses seeking to enhance their understanding and utilization of the IP landscape.

Reaching Dynamic Trajectories Towards SDG Implementation

Southeast Asia (SEA), now the world's fifth largest economy, is on track to become the fourth largest by 2030. This growing and strategically placed engine of ideas, technology and trade has seen gross R&D expenditure surging five-fold, crossing over USD 50 billion, in the past two decades. This attests to the region's appetite and attractiveness as a hub for creative and innovative technological developments.





Intellectual Property

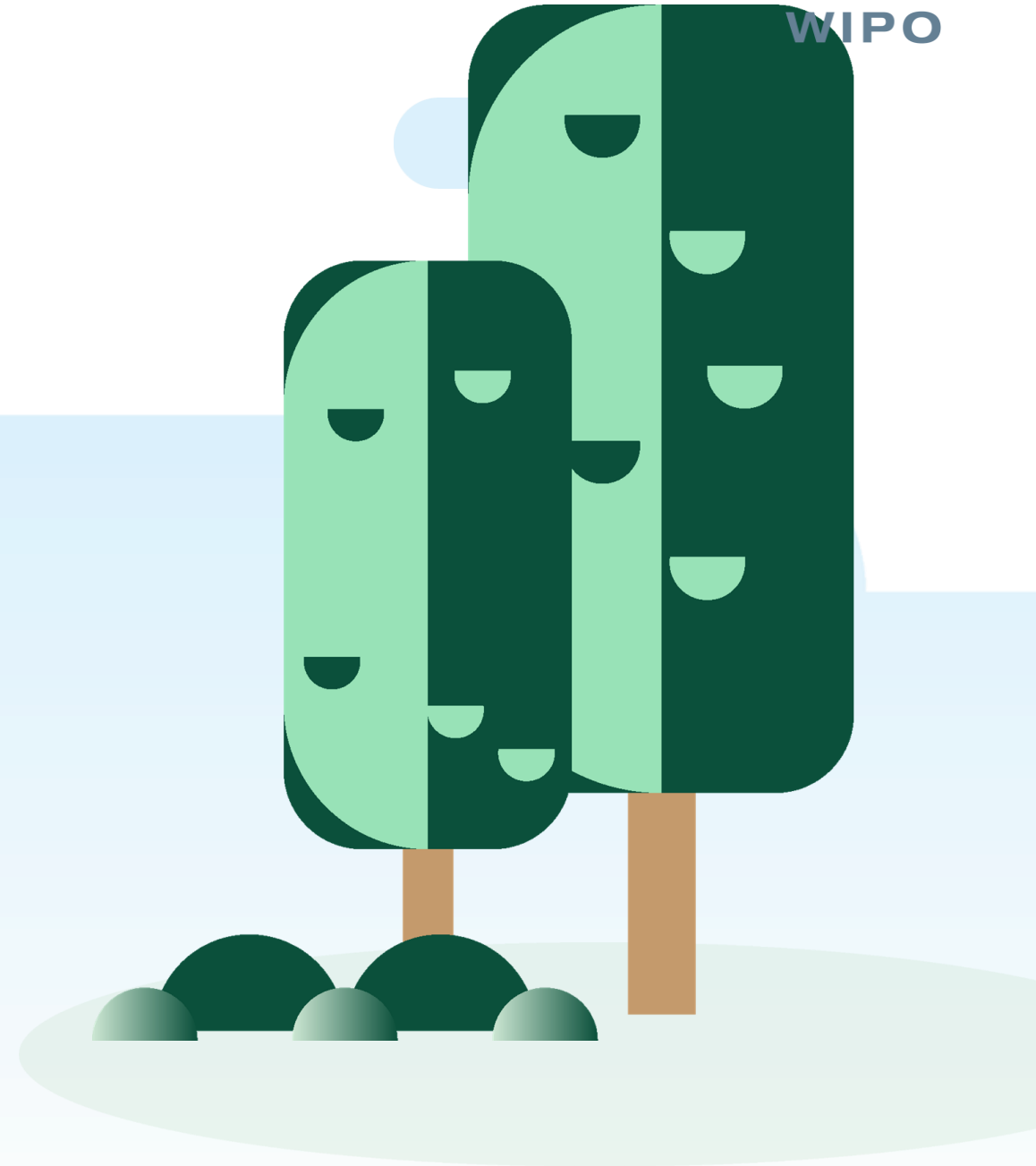
The fundamental pillar
for businesses

1. Why does IP matter to your businesses?
2. Six types of IP categories
3. Your journey with IP
 - Phase 1: Inventories & Analyse
 - Phase 2: Protect
 - Phase 3: Optimise & Grow

Agenda

1

Why does IP
matter to your businesses?



Secure competitive advantage

IP provides market exclusivity giving you the sole right to use, sell, or license your creations.

Mitigate relevant risks

IP protection helps mitigate potential financial losses due to infringement claims.

Generate revenue streams

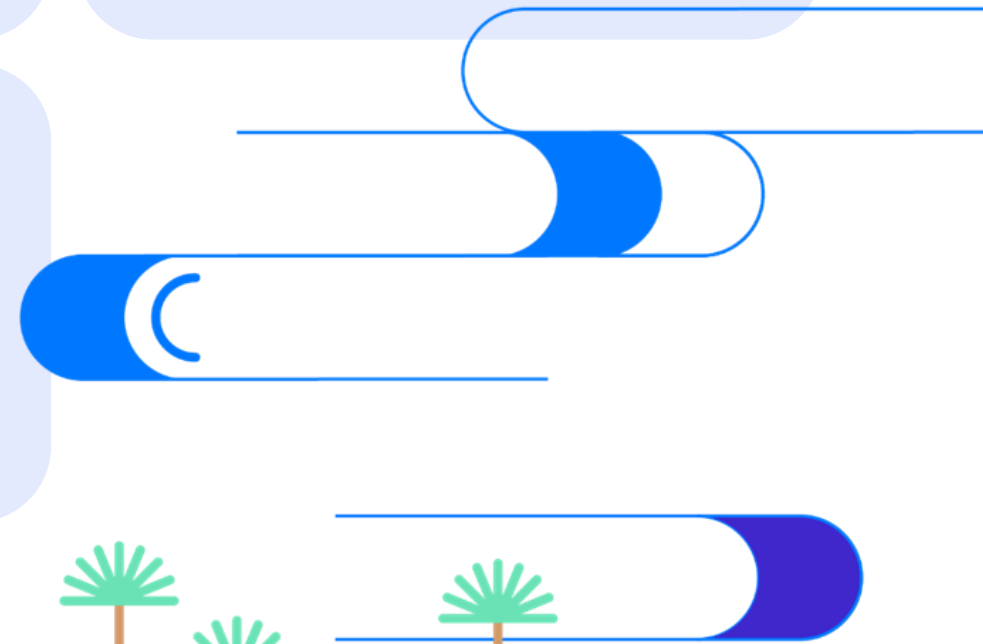
IP can attract customers, investors, and partners.

Build brand reputation

Build trust and consumer loyalty to set your business apart from competitors.

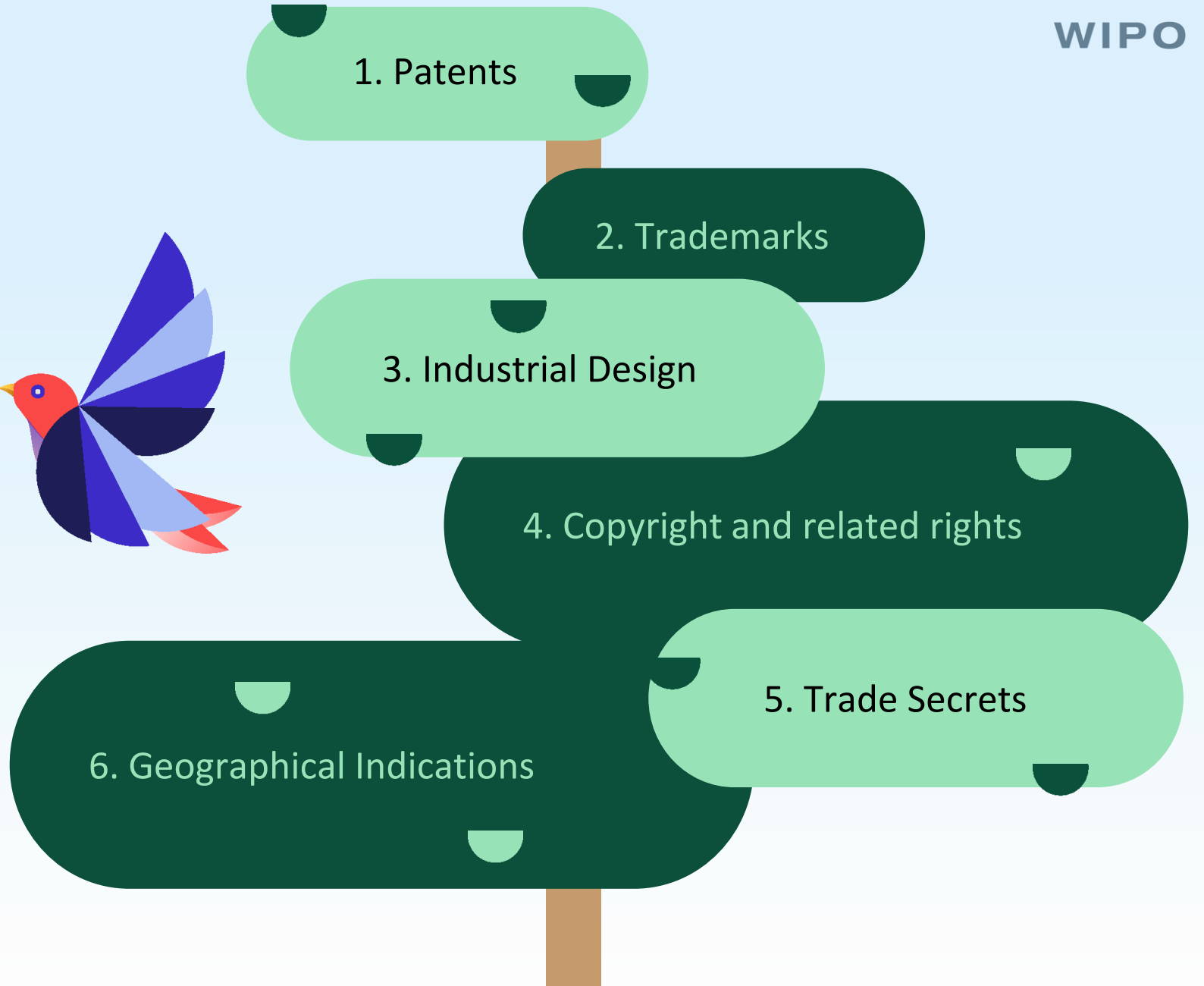
Serve as a source of competitive intelligence

IP can give insights into the activity of your competitors.

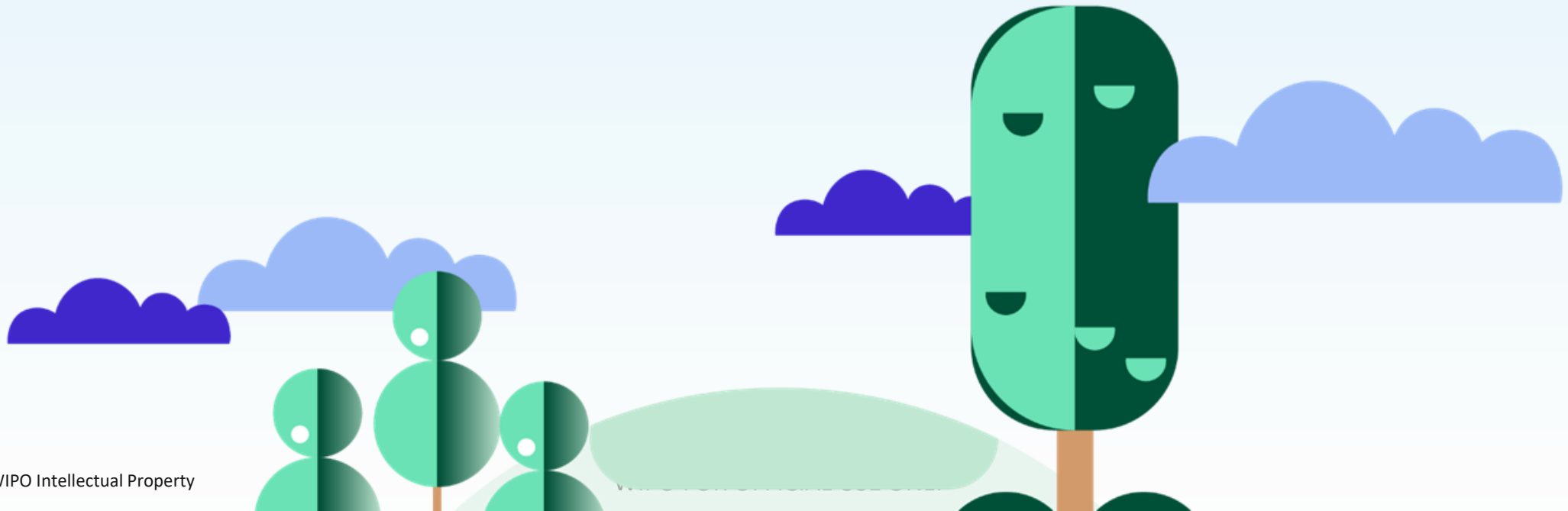


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6 types of IP categories

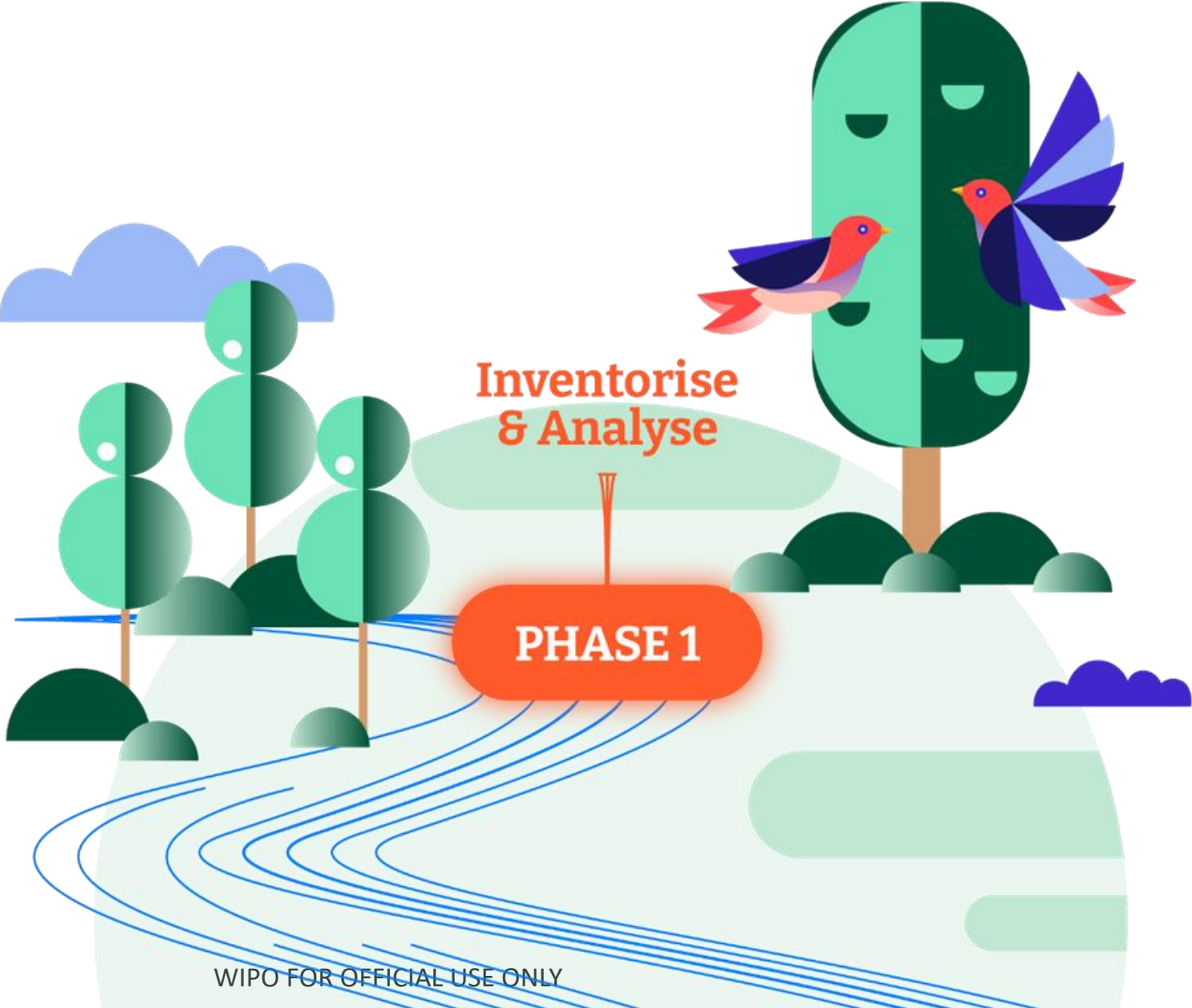


Your journey with Intellectual Property



Knowing the IP you have and its strategic importance to your business is an important step in realising the potential of these assets.

An IP audit is a first step towards making these assets work for you.



Phase 1

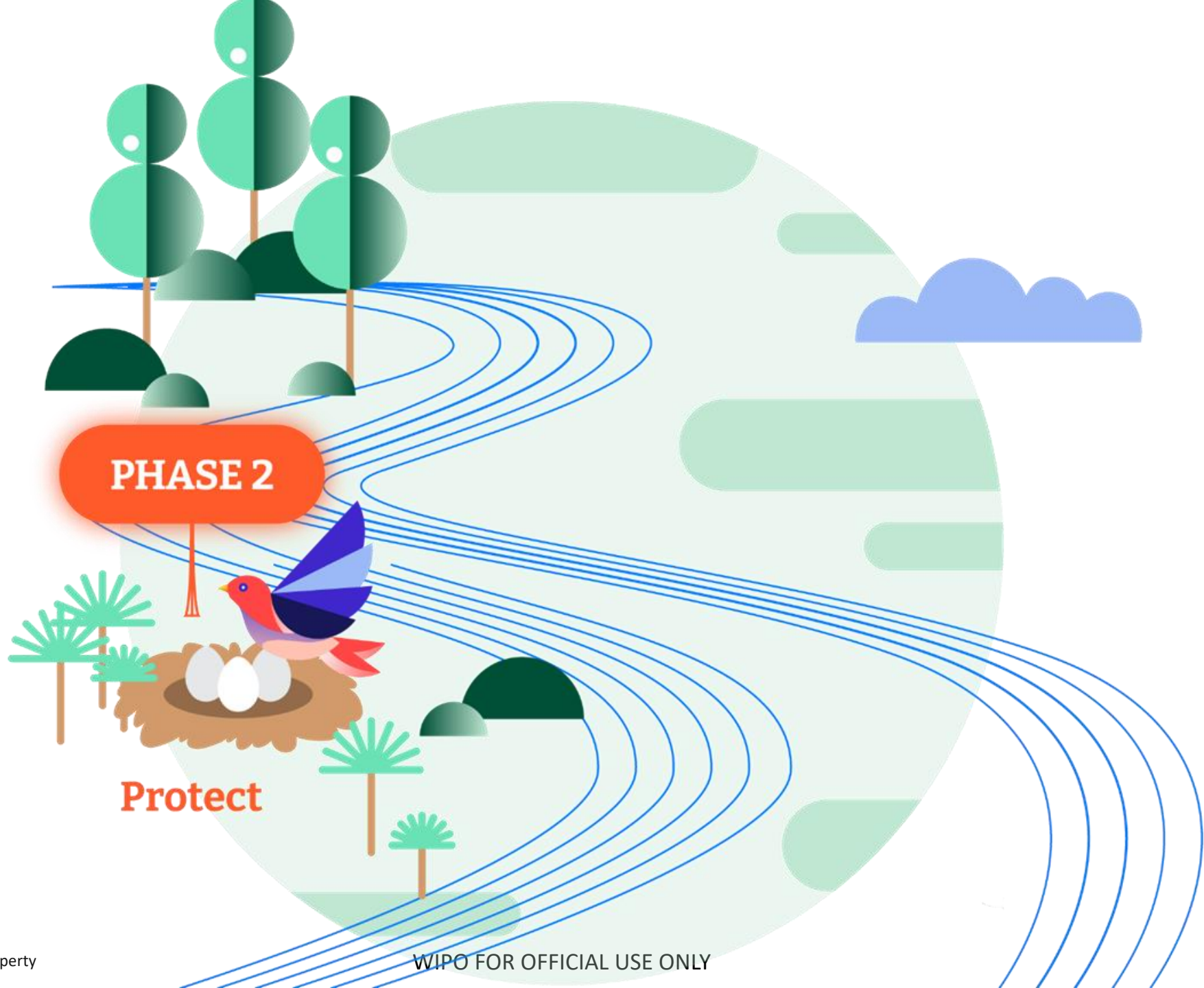
Inventorise & Analyse

Knowing the IP you have and its strategic importance to your business is an important step in realising the potential of these assets. An IP audit is a first step towards making these assets work for you.

- a) Here are some WIPO resources to gain an understanding of an IP Audit
- A WIPO guide on Uncovering IP Risks and Potential through an IP Audit
[Uncovering IP Risks and Potential: IP Audit \(wipo.int\)](https://www.wipo.int/ip-legal-education/education/2019/04/uncovering-ip-risks-and-potential-through-an-ip-audit)
 - WIPO IP Diagnostics is a free, intellectual property (IP) self-assessment tool that helps businesses identify their IP assets. Find out more here: [WIPO IP Diagnostics](https://www.wipo.int/ip-legal-education/education/2019/04/wipo-ip-diagnostics)



- b) Following an IP audit, here are some questions to ask yourself when considering protection of IP and in view of your business.

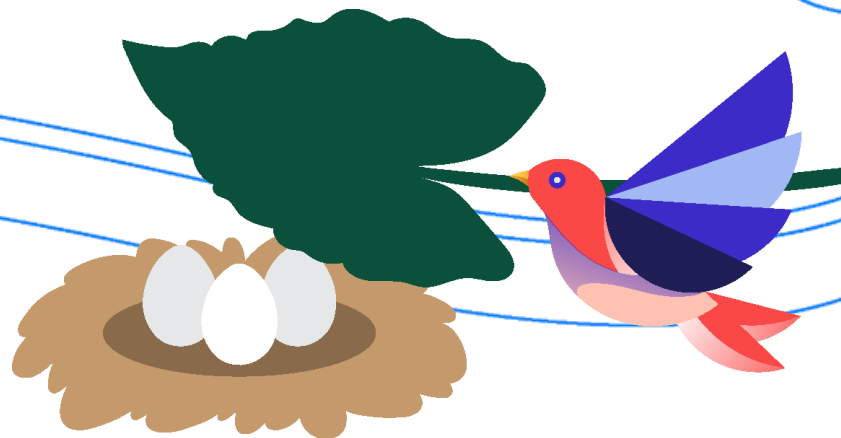


Phase 2

Protect

As business growth may go beyond your home country, seeking IP protection overseas will likely abound. These are some considerations when deciding on the country(s) to apply for registration of IP protection.

- Where is the product likely to be commercialised?
- What are the main markets for similar products?
- What are the costs involved in each target market?
- Where are the main competitors based?
- Where will the product be manufactured?
- How difficult will it be to enforce in a given country?



ASEAN IP Register

One stop portal that gives free online access to the region's patent, trademark and design records. Enterprises, professionals and others can access the Register to make strategic decisions based on the latest IP data and trends.- Mr. Daren Tang, WIPO DG

Trademarks:

6,019,827

Patents and Utility Models:

1,007,467

Industrial Designs:

324,633

Total:

7,351,927



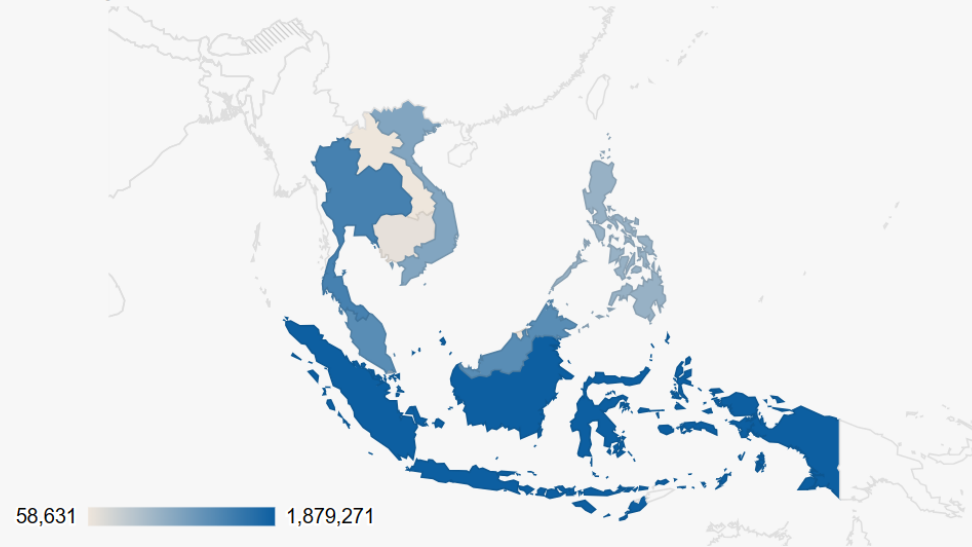
ASEAN IP REGISTER

About English

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Designs Patents Trademarks

PATENT, DESIGN AND TRADEMARK FILING BY COUNTRY



Flag	Country	Patents	Designs	Trademarks
	Brunei	1,651	199	56,781
	Cambodia	467	1,194	132,964
	Indonesia	182,937	85,974	1,610,360
	Lao PDR	160	529	62,762
	Malaysia	198,480	37,844	1,029,101
	Philippines	108,864	37,290	623,008
	Singapore	232,612	31,192	562,365
	Thailand	174,052	76,882	1,170,521
	Vietnam	108,244	53,529	771,965



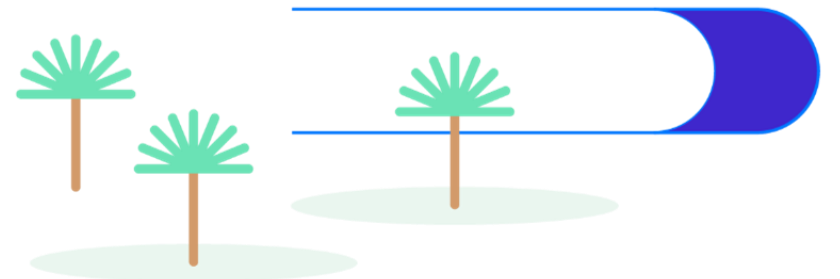
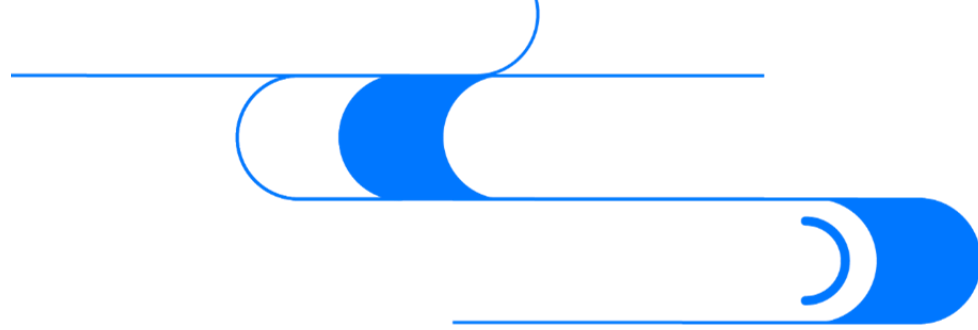
PHASE 3



**Optimise
& Grow**

Phase 3

Optimise & Grow



You have successfully completed your
IP journey!

Thank you !

[WIPO Singapore Office](#)

Want to learn more?



WIPO