



Workshop Objectives and Update on WIPO Technical Assistance in the Region

Dr. Juneho Jang
IP Office Business Solutions Division
WIPO
December 9, 2024

Workshop Context and Objectives

- Building Digital Capabilities in ASEAN IP Offices
- Focus on Knowledge Exchange and Best Practices
- Leveraging IPOPHL's Success Story
- Strengthening Regional Collaboration
- Enhancing Digital Service Delivery

Target Countries Selection

■ Strategic Focus on CLV Countries:

- Cambodia: Implementing IPAS for Patents and Trademarks
- Laos: Recent adoption of WIPO File
- Vietnam: Ongoing workflow optimization

- Common challenges and opportunities
- Similar development stage in digitalization
- Potential for immediate implementation of learnings

WIPO's Digital Transformation Strategy

■ Comprehensive Approach:

- Alignment with national e-government initiatives
- Focus on end-to-end digital solutions
- Customer-centric service design
- Integration of global best practices
- Scalable and sustainable solutions
- Change management support

Technical Assistance Portfolio

■ Current Support Areas:

- Business process reengineering
- IPAS implementation and customization
- Digital document management
- Online services deployment
- Data quality enhancement
- Staff capacity building
- IT infrastructure optimization

Regional Initiatives in ASEAN

■ Key Projects:

- ASEAN IP Register development
 - Regional data sharing platform
 - Collective agreement with commercial providers
- Common service standards
- Regional training programs
- ASEAN IP Digital Transformation TF

Path Forward

■ Next Steps:

- Knowledge transfer from IPOPHL
- Action plan development
- Implementation roadmap
- Monitoring and evaluation
- Continuous improvement
- Regional integration goals

Thank You