



**Asia-Pacific
Economic Cooperation**

2015/SMEWG40/017

Agenda Item: 11

Initiative to Facilitate the Exploitation of IPRs and Innovation in SMEs

Purpose: Information

Submitted by: Korea



APEC
PHILIPPINES
2 0 1 5

**40th Small and Medium Enterprises Working Group
Meeting
Atlanta, United States
10-11 June 2015**

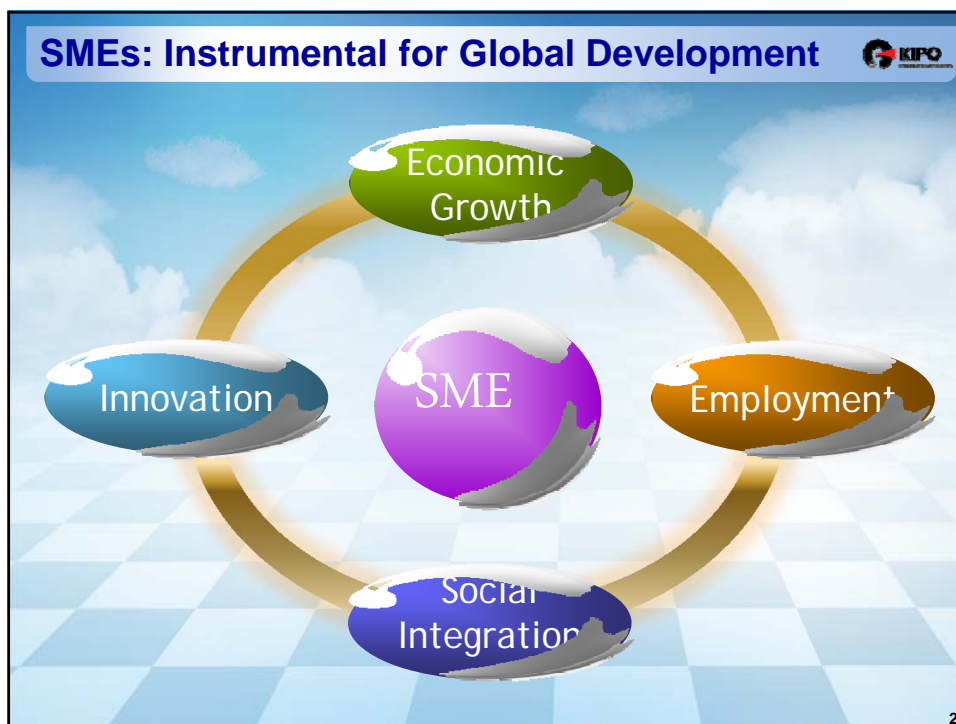


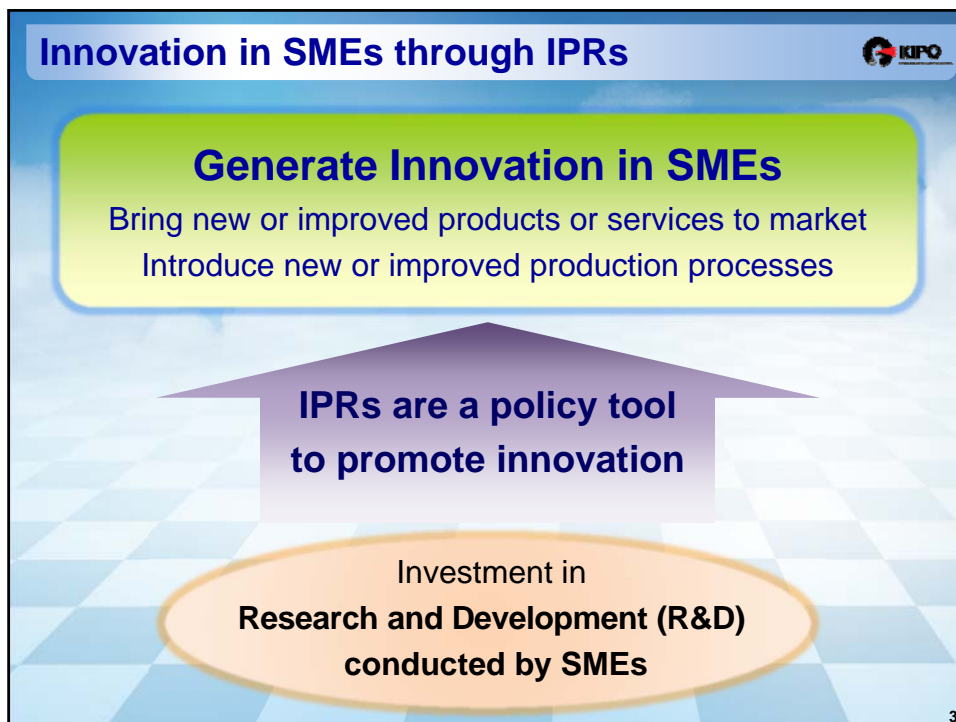
Update on the
**Initiative to Facilitate the Exploitation of
IPRs and Innovation in SMEs**


APEC Intellectual Property Rights Experts Group (IPEG)



Eun Jung Choi
Third Secretary, Regional Cooperation Division
Ministry of Foreign Affairs, Korea





Initiative on IPEG 

“Initiative to facilitate the exploitation of IPRs and innovation in SMEs”
 proposed by Rep. of Korea and Mexico
 adopted at the 38th APEC IPEG

Expected Achievements

- ✓ Develop common understanding and identify best practices for the IP strategies of SMEs
- ✓ Provide opportunities to bridge the IP gap by delivering consultations on any difficulties in each APEC economy
- ✓ Eventually contribute to developing APEC’s trade and investment environment by enhancing the competitiveness of SMEs

Contents


Sharing information and experiences (~15.2)

Conducting research using APEC Funds

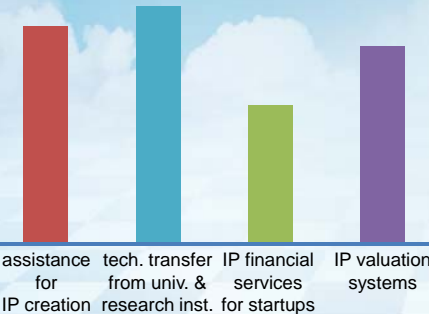
Disseminating the results

Providing consultations to APEC economies

5


Survey for supporting SMEs with IPRs 

Strategies for IP Commercialization among SMEs



assistance for IP creation tech. transfer from univ. & research inst. IP financial services for startups IP valuation systems

Major Obstacles for IP Commercialization



Lack of Financial Support

Lack of Manpower & Knowledge

Lack of a Trustworthy Valuation System

❖ 13 out of the 21 APEC member economies have responded to this survey.
 (Australia; Canada; Chile; People’s Republic of China; Hong Kong, China; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; The Philippines; Russia; Chinese Taipei)

6

Future Plan – Propose Project 

Development of “Manual for IP-Business Virtuous Cycle” for Innovation of SMEs



Technology Transfer

IP Utilization

IP Financing **IP Valuation**

This project will be proposed at Session 2, 2015 7

Future Plan – Propose Project 

Development of “Manual for IP-Business Virtuous Cycle” for Innovation of SMEs



IP Creation **IP-Business Virtuous Cycle** **IP Utilization**

This project will be proposed at Session 2, 2015 8

Future Plan – Propose Project



Objectives

- ✓ To help APEC members fully utilize IP by suggesting valuable IP support policies.
- ✓ To adopt a virtuous cycle that encourages taking revenue generated from fully-utilized IP and reinvesting toward the creation of new IP.

This project will be proposed at Session 2, 2015

9

Thank you

Contact: Huiman Kang
Deputy Director, Multilateral Affairs Division
Korean Intellectual Property Office (KIPO)
E-mail: huiman.kang@korea.kr

10