



International Chamber of Commerce

The world business organization



Maximizing the Value of Latin American Innovations Through Intellectual Property (IP)

Latin America program

Overview

Intellectual property (IP), such as copyrights, patents and trademarks, and intellectual assets, defined by the OECD as innovation-oriented activities that rely on research and development, IP, industrial designs and even education, have become important economic and growth factors for companies and countries worldwide. The way that companies operate and the way in which value is created is changing rapidly. Corporate investment is being transformed, and the question on many firms' and countries' minds is how to achieve the incentives and rewards needed to take part in the 'knowledge economy', where intellectual assets are key to success and growth in so many sectors.

Intellectual property rights (IPR) and effective enforcement of those rights—which the vast majority of creative and innovative products and services rely on—have a vital role in growing the economies of developed and developing countries all over the world, in spurring innovation, in giving large and small firms a range of tools to help drive their success, and in benefiting consumers and society through a continually improving stream of innovative, competitive products and services and an expansion of society's overall state of knowledge.

Objective

The objective of the *Maximizing the Value of Latin American Innovations through Intellectual Property* series is to raise awareness among local firms (particularly small and medium enterprises) as well as policymakers throughout Latin America about the commercial and economic value of intellectual property, to promote better adherence to IP protection laws, and to provide practical tools to companies for managing intellectual assets.

Firms can benefit greatly from an understanding of how IP protection helps to ensure the return on investment they need to produce a continuous stream of new innovations and creative products and services. The sheer volume of IP with which companies must deal also is growing. Inadequate management of one's own IP can lead to lost market opportunities and displacement of legitimate sales by counterfeits.

There is a lot that companies can do to protect their own creativity and innovation in IP-based products and services, as well as to reduce the risks of infringement of other companies' IP rights. The *Maximizing the Value of Latin American Innovations through Intellectual Property* series can assist participants in companies large and small in virtually every industry, which increasingly use and rely on IP, to manage that IP effectively.

National workshops

The International Chamber of Commerce, in cooperation with national IP agencies throughout Latin America, will co-host a series of workshops to explore the value of IP to local firms and the national economy, share information on practical steps companies can take to assess the effectiveness of their IP management policies, and to help protect their own IP. The workshops will also feature experts from the Inter-American Development Bank (IDB) who will discuss how IP can help increase a country's trade and development, local experts who will address the legal steps needed to protect a firm's intellectual property in each respective country, and testimony from local companies that have benefited from protecting their IP.

Target audience: Private-sector firms (particularly small and medium-sized businesses) and policymakers/government officials.

Proposed participants/topics:

- National IP agency: The idea is for the national IP agency to give an overview of the work they do and services they provide to their country's citizens to help protect their IP and that of their companies.
- Representative from the International Chamber of Commerce (ICC): The purpose is for ICC to roll-out BASCAP's IP Guidelines for Business in the selected countries. These Guidelines were launched generally in the Latin America region last December in Cancún. The Guidelines provide information to businesses on practical steps they can take to protect their own creativity and innovation in IP-based products and services, as well as to protect against the risk of using counterfeit materials or infringing other companies' IP rights.
- Inter American Development Bank (ADB): An expert on trade will address how countries are using IP to help their domestic companies make the most of their intellectual assets (particularly as related to science and technology), and to improve their national economies and trade.
- Local IP expert: At each event, we will have a local expert on IP that will provide guidance/coaching to the participating businesses on the steps they need to take in their specific country in order to register IP rights such as trademarks and protect copyright works.

Content to be shared

ICC-BASCAP IP Guidelines for Business

Business Action to Stop Counterfeiting and Piracy (BASCAP), has developed a set of IP Guidelines to provide information to businesses on practical steps they can take to assess the effectiveness of their IP management policies, particularly in the area of copyright and trademark; to help protect their own IP; and to consider new options for improving performance and managing the risks associated with counterfeiting and piracy.

The Guidelines address internal IP use, supply chain practices, relations with intermediaries, and the handling of third-party IP. They deal with IP management in all its forms within companies, from IP development to component sourcing, manufacturing, wholesaling, retailing and internal corporate use.

The launch of the Guidelines is expected to introduce to the Guidelines and to encourage them to adopt them as part of their corporate policies. These IP Guidelines are made available as a voluntary guide that businesses can use directly or can draw upon to create or improve company policies, internal procedures or employee manual provisions dealing with intellectual property.

The Guidelines are designed to be useful to a wide range of businesses in different sectors, and are suitable to be tailored to deal more specifically with particular industries or segments of the supply chain. Small and medium enterprises (SMEs) and large companies involved in the development, manufacture, supply, or distribution of IP based products and services, as well as the large number of other commercial concerns that use some form of IP based material in their own business, will benefit.

Country reports on the value of IP by the Economist Intelligence Unit (EIU)

The Economist Intelligence Unit has developed a study for each of the countries that will be covered in this series addressing the current state of IP legislation in each country and the economic and commercial contributions of IP to that country in terms of exports. The studies also evaluate the investment in Research and Development (R&D) in each country in terms of percentage of GDP.

Countries

The Latin American series on *Maximizing the Value of Latin American Innovations through Intellectual Property* will be launched this year with seminars in Mexico, Colombia and Chile. The idea is to extend the series to cover other key markets throughout Latin America over the next 18 months, including Argentina, Brazil, Perú, and Costa Rica and possibly Uruguay, Panamá and Ecuador as well.

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About ICC BASCAP

The drain on businesses and the global economy from counterfeit goods and piracy of intellectual property is of great concern to ICC member companies worldwide. Business Action to Stop Counterfeiting and Piracy (BASCAP) is an ICC initiative that unites the global business community across all product sectors to address issues associated with intellectual property theft and to petition for greater commitments by local, national and international officials in the enforcement and protection of intellectual property rights. For more information about BASCAP and to download a PDF version of the Guidelines, please visit: www.iccwbo.org/bascap.

About ICC México

The International Chamber of Commerce Mexico (ICC Mexico) was founded in 1945 as an organism of voluntary affiliation, destined to link Mexican entrepreneurs with the international community represented by ICC.

Its mission is to promote the establishment of a global market economy with social, ethical and ecological responsibility as well as to foster greater certainty for international entrepreneurial operations with the firm conviction that international trade promotes prosperity and peace among nations.

About IMPI

The Instituto Mexicano de Propiedad Industrial (IMPI) aims to protect industrial property rights and to promote and disseminate the benefits the IP system offers to support the inventive and trade activities of our country, fostering the creation and development of new technologies for the benefit of society as a whole. For more information about IMPI, please visit: http://www.impi.gob.mx/wb/impi_en/Home.

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