



**International Chamber of Commerce**

*The world business organization*

**Department of Policy and Business Practices**

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## **Intellectual property related activities in chambers of commerce**

|                 |   |
|-----------------|---|
| Organisation    | : Hamburg Chamber of Commerce                         |
| Country         | : Germany   |
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### **1. General comments**

No

### **2. Communication Tools**

*What kind of communication tools concerning IP do you offer? Please elaborate.*

a) **On-line**

General and specific information on our website <http://www.hk24.de/ipc>

b) **Hard copy publications (e.g. guides, newsletters)**

Publications on intellectual property rights and IP-management

c) **Others**

We scan the published patent publications monthly and determine our patents of the month. The information about these patents are published on-line and in our chamber journal

### **3. Training**

*Do you offer any training programs in the IP field? Please elaborate.*

a) **On-the-job training**

on demand

**b) Seminars/ workshops**

We arrange seminars and workshops on IP-basics and specific themes nearly monthly

**c) On-line tutorials**

No

**d) Others**

No

#### **4. Consultancy/ Advisory Services**

*Do you offer any IP-consultancy services? This could include a helpline, legal/ financial/ commercial/consulting services etc.. Are Intellectual property aspects included in general commercial/business advice provided by your chamber?*

The Chamber has established an Innovation and Patent Centre in order to assist companies in exploring patent information and building-up efficient IP-management.

The Chamber develops new patent management tools which meet customer demands. This includes among others:

- We have developed a trend monitoring tool which shows the trends in patenting to help companies finding out about technological and market trends in their business environment. Patenting trends have shown to be a useful indicator for future trends. Our monitor is published monthly in Financial Times Germany.
- Our in-house developed Patent Portfolio Management-Tools give companies an overview of the strategic value of their patents and proposes tailor-made courses of action to exploit the patents. Our customers can choose between strategic portfolios or benchmarking portfolios.

#### **5. Information gathering/ awareness raising**

*Do you conduct surveys or gather information about IP activities in any other way? Do you carry out any awareness raising activities? Please elaborate.*

The Chamber consistently encourages its members to make use of the possibilities trademarks, design models and patents offer them.

On a regular basis it gathers and publishes information on technological trends and tendencies which can be found on the homepage, in newsletters and on a monthly basis in the newspaper Financial Times Germany. Building on this information, we work on rising awareness for regional as well as international technological patenting trends.

The Chamber keeps up to date concerning new patent and innovation management trends and customer/member company requirements and develops tools which meet customer demands.

## 6. SME case studies

*Do you publish case studies of SMEs who have actively used IP in their businesses? Can you provide us with any such case studies?*

The IPC has carried out 3 case studies testing an in-house developed Patent Portfolio Management-tool. The development has been completed and has been included in our current product range.

## 7. Facilitation of IP business opportunities

*Do you provide any services to help businesses trade in IP eg IP business matchmaking, marketplaces etc?*

- a) Reading Room
- b) Technology Transfer Databases
- c) Others

The Chamber has built an innovation management support homepage, including tips on how to improve the IP management. <http://www.hamburger-innovationsaudit.de>

## 8. Policy advocacy

*Do you engage in policy advocacy in the IP field? Please provide details.*

The Chamber develops strategic proposals for political institutions based on information that is gathered on technological trends and tendencies.

## 9. Encouragement of innovation and IP asset development

*Do you have any initiatives to encourage innovation or the development of IP assets e.g. awards, competitions, technology showcases etc ?*

The Chamber consistently encourages its members to optimize their patent and innovation management. The Chamber develops new tools which supports companies in this field.

## 10. Others

No

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**We consent to the above information being posted on the ICC (International Chamber of Commerce) website.**

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**Organization: Hamburg Chamber of Commerce**

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