



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 : ICC Switzerland
Country : Switzerland
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1. General comments

IP rights are regarded as important and necessary protection and enforcement tools for industry's innovations and investments in R&D and in marketing. IP rights should be given strong national and international protection and respective enforcement means. Misuses of IP owners should be answered with adequate legislation in trust laws and unfair competition laws.

2. Communication Tools

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

a) **On-line eg website**

www.economiesuisse.ch, www.stop-piracy.ch, www.stop-piracy.ch/en/home/h1.shtm

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

No

c) **Others**

Information to members about important legislative changes in electronic newsletter, ad-hoc publications on proposed or pending legislative changes.

3. Training

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

a) Seminars/ workshops

No/ however, the Public-Private-Partnership “Stop Piracy” (ICC representing the private ‘umbrella’ in this PPP) offers seminars re combating counterfeiting and piracy.

b) On-line tutorials

No

c) Others

No

4. Consultancy/ Advisory Services

Do you offer any IP-consultancy services? This could include a helpline, legal/ financial/ commercial/consulting services etc.

No

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.

Awareness rising in regard to counterfeiting, e.g. www.stop-piracy.ch with national advertisement campaigns, educational seminars and close collaboration with Swiss embassies abroad.

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?

7. Facilitation of IP business opportunities

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

No

8. Policy advocacy

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

Yes, through “economiesuisse” there is a contribution to national and international changes in IP legislative.

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 ?

No

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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