



International Chamber of Commerce

The world business organization

Department of Policy and Business Practices

23rd of January 2009

Intellectual property related activities in chambers of commerce

Organisation	: Mongolia National Chamber of Commerce and Industry
Country	: Mongolia
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1. General comments

The Mongolian National Chamber of Commerce and Industry (MNCCI) is the main representative body of Mongolian business community. 1500 business entities share membership in the Chamber which was founded in 1960. It operates 25 Councils, 18 local branch Chambers throughout the country. Among 1500 nationwide members, 70% are small and medium-sized enterprises. 90 staffs are employed at HQ office.

Up today, the Chamber through its **Patent, Trademark and Geographical Indication Division (PTGID)** which was nominated as the first IP agent in Mongolia in 1970 has been promoting IP related activities for member companies. The Division cooperates with around 100 law firms of 20 countries. As main functions, we deal with over 200 trademarks, 60 patents and 25 industrial design, utility model and 4 Geographical Indication certificates annually. We offer 30% discounted service fee for our members.

Division operates **Franchising Council** within the framework of the Chamber since 2007 which aim is to support and promote the development of franchising activities in Mongolia. (www.Mongolfranchise.mn)

The GI National Center was recently established under MNCCI to provide with legal advice related to GI practical matters according to the related laws and regulations, to highlight the importance and recognition of GI protection to Mongolian local producers, to introduce activities of internationally accredited certification organizations in terms of quality control of GI products and to support the export potential products within the framework of GI. (www.gi-mongolia.com)

2. Communication Tools

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

a) **On-line:**

Members can use hotline email at patenttmbur@mongolchamber.mn if they would like to ask about IP related issues.

We use the Chamber mailing list members@mongolchamber.mn included e-mails of 1500 members, all 90 staff of the Chamber and all staff of Local chambers to contact members closely.

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

Guides: To increase public awareness of the importance of intellectual property the Chamber has translated WIPO SMEs Division CD-ROM containing 3300 pages of text and edited a book “Intellectual Property and Business”.

Now we are publishing a guide titled “Secrets of Intellectual Property” translated from WIPO publications to raise among business developers.

Newsletters: Business weekly newspaper is one of well-known and wide-read newspapers throughout Mongolia. That means it is our main tools to disseminate information and knowledge. “**Business Times newspaper**” publishes IP related serial lessons once a month and distribute the newsletter to all 1,500 members of the Chamber. The contents and topics of lessons are excerpted from WIPO publications, manuals and sometimes websites. This year we focus on international experiences, best practices, case studies and R&D issues.

Also the Chamber publishes “**Business and Development**”, a monthly magazine to promote member companies which apply Patent, Trademark and GI Division of the Chamber for their registration and protection of trademarks, industrial designs, GI and introduction of our international clients, such as law firms and foreign investors

c) **Others**

No

3. Training

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

a) **Seminars/ workshops:**

National, regional and international level seminars and workshops are usually carried out by Intellectual Property Office of Mongolia (IPOM). The IPOM and the Chamber maintains close cooperation so we organize participation of member companies in the various kinds of IP seminars. Staffs from local branch Chambers are also invited to the seminars and workshops.

Training Center under MNCCI organizes one-year MBA course to businessmen and potential business developers. The course includes a subject about intellectual property issues, patent, trademark, industrial design, utility models and GI as well as franchising.

b) On-line tutorials:

Online tutorial visitors can find 7 topics lessons such as Patent, Trademark, Industrial design, Copyright, Unfair competition, Franchising and Case studies of IPR enforcement in PDF format in Mongolian language from www.mongolchamber.mn site.

c) Others:

MNCCI delegation participated in Asian regional meeting and delivered presentation on using IP PANORAMA for building capacity of SMEs for Intellectual Property management” jointly by WIPO, KIPO and KIPA in Jeju Island in Republic of Korea in December, 2007.

Following –up of this seminar, WIPO and Korean IP Office would assist the MNCCI to develop a course on IP for Business by using IP PANORAMA multimedia toolkit. For this purpose, National seminar on using IP PANORAMA organized in cooperation with WIPO, KIPO and MNCCI on Building capacity of SMEs for strategic Intellectual Property Management on March 13-14, 2008 in Ulaanbaatar, participated over 50 business operators. During the seminar WIPO, KIPO and MNCCI signed Memorandum of understanding on Establishing IP for Business Course and Using IP PANORAMA multimedia toolkit.

We have entered into license agreement on IP PANORAMA Contents with the Korean Intellectual Property Office.

They have agreed on collaboration for translation into Mongolian, making available to the public on line, reproduction of the translated version, and offline distribution of IP PANORAMA multimedia toolkit in Mongolia.

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 carries out national registration of trademarks, patents, industrial designs, utility models and geographical indications of domestic manufacturers, and has also applied for an international trademark registration. IP consultancy service is free for our members. Member companies also are offered 30% discount for IP registration and protection.

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.

A general survey from the Chamber on its various activities is carried out.

The Division conducts survey and gathers information on the foreign organizations which have actively operated in IP field.

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?

No

7. Facilitation of IP business opportunities

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

Franchise council which Patent & Trademark Bureau is responsible for is keen on:

- Building awareness on franchise business amongst private sector
- Improving legal environment related to franchising
- Organizing seminars and training
- Joining World Franchise Council, Asia-Pacific Franchise Confederation and other National Franchise Councils.
- Conducting research on other countries' laws, best practices and franchise markets
- Participating in international franchising exhibitions

8. Policy advocacy

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

In cooperation with Intellectual Property Office of Mongolia the Chamber plans to set up a legal framework regarding distributorship in Mongolia.

Distributorship arguments have arisen in the private sector and no regulations have been set up yet. Among Chamber members there are many official distributors and they risk their company reputation and suffer market share loss due to the counterfeited and fake goods.

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 ?

- In order to encourage and promote inventions and utility models, invented by Mongolian scientists, engineers and inventors, the Chamber organizes “Inventions and Utility Models” exhibition annually in collaboration with the Academy of Science, Foundation of Science and Technology, University of Science and Technology and the Intellectual Property Office of Mongolia (IPOM).
- Since 2001 the Chamber has been organizing “Best National Brands of the Year” Award Ceremony in cooperation with IPOM focused on promoting private sector’s smart usage of their trademarks in the domestic market and increase the knowledge of brands amongst their competitors and consumers. Brands can be viewed at www.virtual-expo.mn.

The event has been held annually since then and more than 40 products and services have been awarded by the Best brand awards. Best Brands categories cover all areas of business activities such as confectionery, light industry, construction, mass media, technology, beverage, communication, banking, travel, insurance, television, ecology etc. A consumers’ survey plays a substantial role in achieving a Best Brand. This survey is conducted amongst a wide range of consumers and feedback is given both on paper and online. Also sales reports of chain supermarkets are used to summarize best selling and the growth of product quality and value in order to be chosen as a brand. The survey results are confirmed by a joint meeting of IPOM and MNCCI.

We also organize “Best 99 products” contest every two years. MGQ-Mongolian Grand quality is granted to 99 selected companies and allowed the usage of MGQ logo.

10. Others

The Chamber implements various projects with European Commission and other international organizations. Geographical indication as one form of intellectual property two projects were implemented at the Chamber. One was wrapped up in June 2007.

Implementation of an Asia Invest project named "Support to enable Mongolia to benefit from Geographical indications and enhanced market access under GSP+" in collaboration with ITC, European Commission-Asia Trust Fund, Ministry of Trade and Industry, Ministry of Food and Agriculture of Mongolia and Intellectual Property Office of Mongolia. The project has finished in June 2007 and within the scope of the project, the Chamber filed an application for GOBI DESERT CAMEL WOOL as a geographical indication and it already got the registration certificate.

The Campden and Chorleywood Food Research Association (CCFRA) in consortium with the Mongolian National Chamber of Commerce and Industry (MNCCI), OriGIn (the international network for the development of GIs) and the Sustainable Development Association (SDA) have recently implemented a European Commission funded project “Support to Mongolia’s agriculture associations in the sustainable development of Geographical Indications” aimed at building the capacity of Mongolia’s agricultural associations in the development of GIs. Please visit www.gi-mongolia.com.

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

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Date: 3 February 2009