



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

Organization	: The Manizales Chamber of Commerce / Cámara de Comercio de Manizales
Country	: Colombia
Contact Person	: Marisol Carantón Agudelo
Contact Details	: Profesional de Consultaría – consultoria@ccm.org.co
Website	: http://www.ccm.org.co

1. General comments

The Manizales Chamber of Commerce currently has 17017 enterprises registered under its jurisdiction, and furthermore, in Caldas, there are great investment projects in innovation and technology.

The patents registry process is very slow and expensive for the businessmen, and they need specialized knowledge to write patent applications. Currently, the Chamber of commerce has advanced in the IP process and has been giving training to business people. The Chamber has a customized consultant's office in different IP subjects. In addition, a project is being formulated to give businesses permanent access to all IP tools including a direct consultant staff specialized in IP valuation besides IP audits.

2. Communication Tools

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

a) **On-line**

The Chamber has a system of on-line services and provides support to its members through a number of different on-line tools. At the moment we rely on records, guides and information on the website and the promotion of the government's website (www.sic.gov.co) where businesses can consult and can verify the status of its trademark registration. In addition, we have the website www.crearempresa.com.co, which allows the user to verify if the

commercial standard that a business is looking for appears as a registered trade name.

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

The Chamber has 6 guides made by La Superintendencia de Industria y Turismo (*the supervision of industry and tourism*), as well as patents case studies which businesses can consult directly. We have designed simple formats that allow easy access.

c) Others

The Chamber offers permanent consultations for different customers from entrepreneurs to consolidated members and businesses.

3. Training

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

a) Seminars/ workshops

1. The chamber currently offers short training courses in IP; including training in management of intellectual assets.

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... Are Intellectual property aspects included in general commercial/business advice provided by your chamber?

We offer these types of service in alliance with an Italian firm named ABC NET SERVIZI per L'IMPRESA, within the consulting area of the Chamber.

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 promotes its on-line tools for trademark registration, copyright and design rights. With the goal of implementing an IP Training Course

Program in Colombia, a national alliance between the different Colombian Chambers of Commerce has been established to allow them to rely on tools to aid in the promotion of IP use in the different business.

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?

Yes, some case studies and patent presentations are attached.

7. Facilitation of IP business opportunities

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

Not yet.

8. Policy advocacy

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

Not yet.

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.

Name: Marisol Carantón Agudelo
Position: Profesional de Consultarías e Información
Organization: Cámara de Comercio de Manizales/ The Manizales Chamber of Commerce
Date: 9 de febrero de 2009

Many thanks for your assistance in this survey.

Please return this questionnaire back to Kati Juttau by e-mail at kju@iccwbo.org or by fax at +33-1-49 53 28 59 by the 9 February 2009.