

Intro to WIPO Yoshiyuki Takagi1

On behalf of World Intellectual Property Organisation, W I P O or WIPO, it is my great pleasure to welcome all of you to WIPO roving seminars. Here (08.43) says that WIPO services and initiatives, this is a second leg of roving seminars in this country, beautiful country New Zealand. We organised the first one in Auckland and here Wellington I am very pleased to be here, and back after an interval of 2 years. My colleagues Ingrid kindly introduced us, all of us have expertise in each field of WIPO global systems and services so we would like to bring you to update about WIPO services. The purpose of this roving seminar are threefold;

Number one if you are not familiar with WIPO global protection systems, and services we would like to give you an overview of selected services and global protection systems. Today it is necessary to protect intellectual property not only at home but also overseas. If you seek global solutions, WIPOs global protection systems are the answer, so I would like to give you an overview of those systems.

Number two if you have already started to use WIPOs global systems and services, we would like to bring you to update of those services. Since we met 2 years ago there are a number of things happened, we introduced some changes, improvements and some modifications to global protection systems, we even introduced new services, so I would like to bring you update to those new services, some of them are just 1 month old so you may appreciate the brand new services that I'm going to explain.

Thirdly we would like to reach out to users and customers of WIPO services, we really appreciate your feedback and suggestions, and even complaints. Those feedbacks should be able to improve our services and global protection systems, so we would like to have a very candid opinions from you in a question and answer session towards the end of this seminar. This is very short 4 hour seminar so we are not going to train you on how to use each service or system, but we will give you the flavour and we will indicate to you where you can locate further information, or with whom you can contact. So this is a purpose of this roving seminar.

New Zealand is not a big country, actually this is in fact a small country and located here very far from other large markets, you have many trading partners like China this is the biggest trading partner which replaced the position of a previous number one United States a few years ago, China is followed by United States and European Union countries, Australia and Japan in descending order of amount of trade that New Zealand business has. Apart from Australia all of those major trading partners are far away from New Zealand, so it's really a handicap for New Zealand to do the business, but it was in the past a real handicap, the distance doesn't really matter in this century, because of internet or communications who are very efficient at the arrangement to trade and public transport. So what doesn't matter is distance, distance has been already killed or mitigated, what does matter is value, value of products and services that business in New Zealand are trying to sent to the global market, because there are a number of similar products and services, if you go on cyberspace you can't find easily any, what are the products and services coming from New Zealand, so those products and services from New Zealand should shine and should attract the attention of consumers all over the world. How are you going to do that, make your products and services different, and particularly distinguishable from other competitors products and services, and here comes the value of intellectual

property because, those elements which can make your products and services different from other products, are often related to intellectual property. So it is important to make sure the protection of your intellectual property here in New Zealand, however it is not enough to protect your assets here in New Zealand, you have to make sure also the protection of your assets in other countries particularly if you target certain countries, so this is (01.57) and also eco system that you have to play your game, luckily I am pleased to say that IPONZ and WIPO have been working very closely, to make services of intellectual property systems better and we are working very hard, so with the basis of strong protection of intellectual property here in New Zealand, you can adopt global approach to seek further protection of your intellectual property in other countries, so it doesn't really matter whether you can choose a local approach or global approach, now in this century you have to combine those two approaches, local and global so it's glocal approach we call it, and this has been coined by somebody maybe 10 years ago now it's a realistic approach this way, and national protection of intellectual property and global protection of intellectual property are now meshed and intertwined and integrated. The seamless approach national and global protection of intellectual property, has been made sure by collaboration between IPONZ and WIPO. You will hear more from our presenters at this roving seminar. I wish you all the best and great success in this roving seminar, and particularly interactive session and question and answer session. Thank you very much for your attention.

[End of transcript]