

Conducting Effective IPR Public Education & Awareness Campaigns for SMEs

1 – 3 APRIL 2009, MELBOURNE, AUSTRALIA



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Introduction to IP Training for SMEs in China

Gao Qiang, Deputy Director, Education Division I,
China Intellectual Property Training Center of the
State Intellectual Property Office, P. R. China



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Overview

- SMEs in China
- Policies in IP Development
- Training for SMEs
- Challenges in IP Training for SMEs
- Prospect



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SMEs in China

- SMEs' contribution to Chinese economy
 - 2003-2007, average economy increasing rate 9.5%, average number of SMEs increased 28%
 - Until June 2007, there are over 42,000,000 SMEs, accounting 99.8% of the total number of enterprises
 - Products or service provided accounted 60% of GDP
 - An important factor to the development of industry
- IP management in SMEs in China
 - 66% invention from SMEs



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Policies in IP Development

- Legal process and related government policies
 - In June, 2002, the National People’s Congress approved “Law of the People’s Republic of China on Promotion of Small and Medium-sized Enterprises”
 - In February 2005, the State Council issued “Proposals in Encouraging, Supporting and Orienting Private Enterprises”
 - 4th session of tenth People’s Congress approved “Tenth 5-year plan of national economy and social development”, including the “ Development project for SMEs”, to encourage SMEs to develop scientific research and strengthen the market competitiveness.
 - In 2006, Chinese government financially supported about 1,000 SMEs with IP rights.



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Policies in IP Development

- National IP Strategy
 - Implementing the national intellectual property strategy to greatly promote China's capacity in creation, utilization, protection and administration of intellectual property
 - encourage enterprises to be the principal entity in the creation and utilization of intellectual property



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Training for SMEs

- Introduction to CIPTC
 - A national training base for IP professionals under the administration of SIPO
 - In 1993, under the approval of the State Council
 - To provide IP training to IP professionals and to be responsible for the administration of IP training
 - Focusing on regular, systematic, and standardized IP training for IP professionals in China



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Training for SMEs

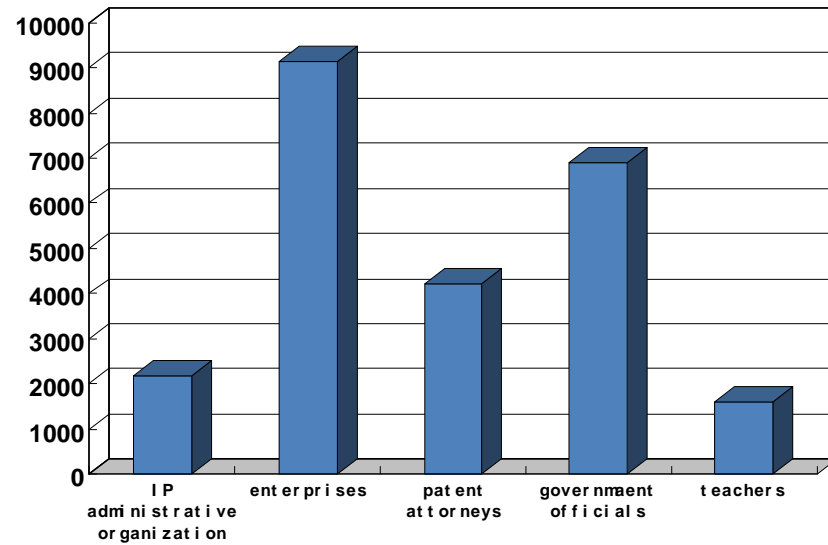
- Six Training targets:
 - IP intermediate agencies
 - IP Administrative organizations
 - Enterprises
 - Government Officials
 - Teachers
 - Others



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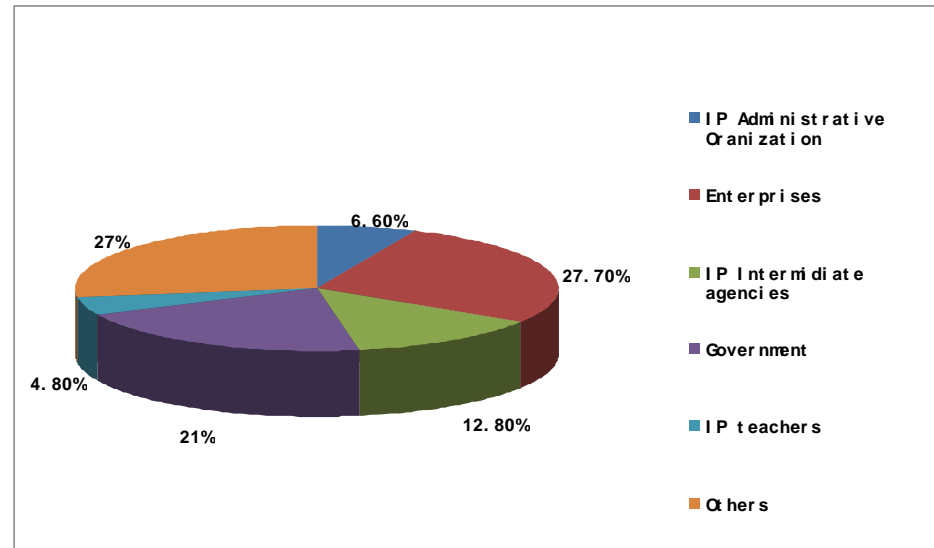
Training for SMEs



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Training for SMEs

- In 2008, trainees from SMEs, accounting 80% of total number of trainees from enterprises.
- Training content for SMEs
 - National IP strategy
 - Judicial and administrative protection of IP
 - Case study on IP in the international trade
 - IP strategies of SMEs
 - IP management practice of SMEs

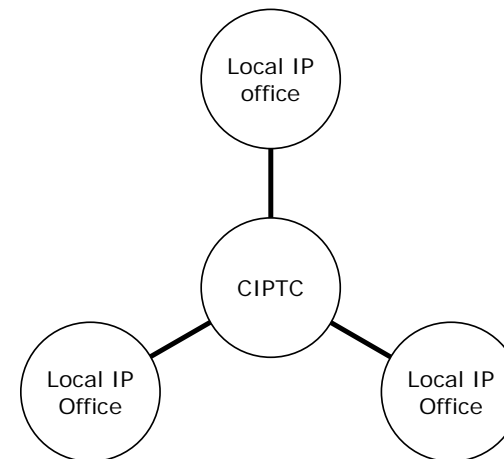


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Training for SMEs

- How to provide training
 - Work closely with local IP Offices
 - Work closely with training institutes in other countries, such as IIPTI
 - Education research
 - Investigation and research on the need and the demand
 - Annual Discussion on IP training every year
 - International exchange and cooperation as a tool



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Challenges and prospect in IP Training for SMEs

- Challenges
 - Extensive training unable to satisfy the demand of SMEs
 - Insufficient trainers for SMEs
 - Lack of long-term training for SMEs
 - Simply training method backward to the development of SMEs, etc.
- Prospect
 - To provide training with financial support from the government
 - To develop research on courseware design for SMEs
 - To cooperate with other countries for the benefit of experience sharing
 - To enhance the IP awareness in China and create IP culture among Chinese People

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Thank You

