Enhancing international competitiveness through Branding and IP

The ITC-WIPO partnership collaboration

A presentation to: Joint Advisory Group
By: Francesca TOSO, Senior Advisor Special Project Division
May 7, 2013
Background

- WIPO has been partnering with ITC since more than 10 years

- Partnership Agreement signed between ITC and WIPO in 2009 to develop a joint set of methodologies and tools linking the IP and Branding agenda
Areas of Collaboration

Specific projects
Zanzibar Cloves, 2011-2014

Methodological Approach
Framework for Action, Seoul 2013
Opportunity to brand and protect Zanzibar cloves

Increasing capacity of Zanzibar to capture value through branding and IP

Vision:
- Destination brand Zanzibar
- Branding / IP capacity strengthened in the country
The WIPO project implementation process

Identification and mapping of products

Stakeholders mobilization and involvement

IP options analysis

IP and Branding strategy formulation

Strategy Implementation
Framework for Action – IP and Branding Project

Step by Step Roadmap
- A step by step guide for IP and Branding

Scope product options
- Product inventory completed

Opportunity Assessment and Selection
- Candidate products selected

Brand and IP strategy Development

<table>
<thead>
<tr>
<th>Build and Prepare for implementation</th>
<th>Diagnose and Fix</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP</td>
<td>IP strategy and process In place</td>
</tr>
<tr>
<td>Marketing/Branding</td>
<td>Branding strategy Capitalizing on IP</td>
</tr>
<tr>
<td>Optimize value chain response</td>
<td>Collective ownership</td>
</tr>
<tr>
<td>Mobilize Financing</td>
<td>Leveraging the value of IP</td>
</tr>
</tbody>
</table>

Strategy Implementation

WIPO
World Intellectual Property Organization
HOW: using Branding and IP integrated

- Differentiating and increasing the value of exports through better Marketing and Branding is key
  - …yet alone not sufficient!

- Protecting and Managing Intellectual Property Rights is key
  - …yet alone not sufficient!