

PRESS RELEASE

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PH Intellectual Property, Creativity and Innovation Sectors Push Forward in 64th Assemblies



The Phildel to the 64th World Intellectual Property Organization Assemblies (I-r) was composed of GPM Minister Felipe Cariño III; IPOPHL's representatives, Atty. Katrina Rivera, IPOPHL Director General Rowel Barba, Atty. Ann Edillon, and Atty. Jesan Ros.



IPOPHL DG Rowell Barba (center) describes “the transformative power of intellectual property in boosting production sectors for PH to become an agile export powerhouse” in the National Statement.



IGC Chair Lilyclaire Bellamy (2nd from right) and DG Rowell Barba (2nd from left) pose for photo opportunity after discussions on the intergovernmental committee on genetic resources and associated tradition knowledge for the Diplomatic Conference in 2024.



Phildel met with Dr. Sacha Wunsch-Vincent of WIPO-Global Innovation Index (middle) for consultations on the Philippine creative sector and performance in the Global Innovation Index.

Geneva, 28 July 2023 – The Philippines, represented by the PH Permanent Mission and Intellectual Property Office of the Philippines (IPOP HL) led by Director General Rowell Barba, participated in the 64th World Intellectual Property Organization Assemblies held in Geneva on 6-14 July 2023.

With over a thousand delegates, whether attending either online or in-person, the week-long 64th Assemblies encouraged members to interact, share key updates, and become aware of intellectual property developments in the post-pandemic era. Notably, the investment in innovation and human resources were identified as key global drivers to the achievement of inclusive economic development. Further, global filing of patents (Patent Cooperation Treaty) grew by 5% with Asia Pacific economies - South Korea, Japan and China - contributing heavily to this growth, followed closely by India. About US\$1.1 trillion dollars were invested in

innovation in areas like digital communication, semi-conductors and in deep sciences, such as nano-technology and supercomputing. Digital and retail economy also showed steep growth as the world recovered after the pandemic and adjusted to geopolitical and regional rivalries.

DG Barba acknowledged huge strides in intellectual system that is transformative, inclusive and collaborative as he cited the Philippine experience in the National Statement. He cited the role of intellectual property in the Philippine Development Plan in boosting production sectors in the country and as value-added in exported products in line with the national objective to become an agile export powerhouse. Intellectual property is a crucial element in promoting and supporting innovation and creativity in the country, which are recognized in the Philippine Innovation Act and the Philippine Creative Industries Development Act, and is firmly at the center of the country's development and transformation agenda, said DG Barba.

Another highlight was reinforcing the partnership between IPOPHL and WIPO as signified in the Letter of Understanding (LOU) that will make IPOPHL one of the Authorized Contributors to the WIPO ALERT database. This undertaking will complement IPOPHL's efforts in addressing counterfeiting and piracy online.

During the Assemblies, the Phildel held meetings on the sidelines that reflected robust relations that will enhance protection and appreciation for intellectual property. The Phildel met with Intergovernmental Committee on Traditional Knowledge (IGC) Chair Lilyclaire Bellamy to discuss updates on the IGC process leading to a Diplomatic Conference on Genetic Resources and Associated Traditional Knowledge in 2024. (PH is steeped in the process and in assisting the Chair and IGC as PH Permanent Mission's Mr. Felipe F. Carino III currently serves as one of the Vice-Chairs for biennium 2023-2024)

The Phildel also held discussions with Dr. Sacha Wunsch-Vincent of Global Innovation Index with the backdrop of PH innovation ecosystem vis-à-vis other economies ahead of the launch of the 2023 GII on September 27. The current initiatives of the National Innovation Council, whose mandate involves the enhancement of and support for the creative and innovation sector, was perceived as important in the achievement of the 2030 Sustainable Development Goals and the Philippine Development Plan of 2022-2028.

PH participation in the annual Assemblies, and in WIPO, as a whole, is seen as critical in the promotion of the innovation sector, which has been identified as an effective tool and a driver of inclusive economic growth by the administration through cooperation with WIPO on incentive programs and capacity building activities for the youth, micro, small and medium enterprises (MSMEs), women and indigenous cultural communities. Through WIPO's technical assistance, the PH recently unveiled its first product that benefits as a Geographic Indicator (GI) – the *Guimaras* mango – which can boost the fruit product's global awareness, growth and profit potential. **END**