



*By Prof. Dr. Habip Asan, President of the Turkish Patent and Trademark Office*

In every endeavor, whether it is a simple procurement of certain goods or a complex scientific research and development effort, resource management is the key to successful planning and eventually achieving the desired outcomes. In case of improper resource planning, there are countless routes to failure, such as insufficient or late funding, insufficient or incompetent human resources, lack of time for completion and many other reasons.

The same principle applies to the efforts of countries when they are drafting plans to upgrade their social and economic infrastructure in order to make it conducive to innovation and creativity. Developed countries that have a sound intellectual property regime and sufficient resources rarely have difficulties in such initiatives. However, the developing world often experiences either lack of financing or necessary human resources to shift gears into a more dynamic economy, which eventually creates lack of political will towards such ventures. Add a number of failed earlier projects into the equation and

you would have an infinite loop of stagnancy, hence damaging the innovation and investment environment for years to come. This is where, I believe, the WIPO Match fits in the equation to address the difficulties of the developing world in acquiring financial and human resources by offering a platform where demand meets the supply.

Fund raising and searching for the right partner is normally a frustrating experience for seekers who are likely to receive a couple of good words and get a polite “No, thanks” after knocking a hundred doors. The WIPO Match is a promising initiative that can reduce the time and effort in searching for appropriate donors and contractors, and in doing so it has the potential to reduce the overall costs right from the start and increase the likelihood of finding the right contacts.

The networking opportunities in WIPO Match are endless. The best practices and experiences of previously implemented projects will be more accessible by the users the more the system is utilized and it is not only a one way road. Both the seekers and providers benefit the system alike, thanks to the visibility and the opportunity to reach prospective seekers. Even if the matchmaking might not end up in a project agreement, the connections made have the potential to pay later.

Therefore, I believe The WIPO Match Platform is a timely initiative that is on its way to becoming a major reference point for facilitating international collaboration in addressing IP development needs and it is a great pleasure for us to support this visionary tool with the resources of the Turkish Patent and Trademark Office.