

REPORT

WIPO MATCH SUCCESS STORIES 2019

OFFICE OF THE DEPUTY DIRECTOR GENERAL, DEVELOPMENT SECTOR



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INTRODUCTION

This Report shall describe the most important developments achieved by the Development Sector through the WIPO Match Team in charge of promoting and developing the WIPO Match Platform for the benefit of seekers from developing countries, countries in transition and Least Developed Countries.

For a better understanding, definitions related to the WIPO Match ecosystem are provided as follows:

DEFINITION OF WIPO MATCH

WIPO Match is an online (platform) tool to match seekers of specific Intellectual Property (IP) and innovation related services with potential providers offering the adequate resources.

A “ Match ” happens when the interaction between two or more parties results into a “ mutual agreement ” to collaborate on a specific project.

Depending on topic, interest or particular need of the seeker and potential offer by the donor, there are three different types of Match:

1. Financial support
2. Technical support
3. Public-private partnership

Furthermore, depending on the countries involved, matches can be of the following types:

- **South-South Cooperation (SSC)** refers to development cooperation between fellow countries of the Global South.
- **Triangular cooperation** is collaboration in which traditional donor countries and multilateral organizations facilitate South-South initiatives through the provision of funding, training, management and technological systems as well as other forms of support.

source: https://www.wipo.int/cooperation/en/south_south/

STRATEGIC PARTNERSHIPS

Strategic Partnerships take place when specific organizations / institutions have signed cooperation and collaboration agreements at institutional level with WIPO. This brings added value to the WIPO Match initiative and to WIPO as an organization overall, as their purpose is to support WIPO Match activities.

The WIPO Match has enabled the three following strategic partnerships with:

1. Islamic Development Bank (IsDB)
2. United Nations Development Economic Social Affairs (UNDESA)
3. United Nations Office of the South-South Cooperation (UNOSSC)

Further to the celebrations of the United Nations South-South Day, held on September 12, 2019, at the United Nations in New York, WIPO Match enabled a match with the United Nations Population Fund (UNFPA) and triggered exploratory discussions on a joint project with the International Telecommunication Union (ITU) - see details in the paragraph related to UNOSSC.

Thanks to the development of strategic partnerships/matches, WIPO Match has facilitated multiple Matches with specific projects through concrete partnerships with, among others, the three following major leading organizations (IsDB, UNDESA, UNOSSC): please refer to ANNEX I for the details of the matches.

In addition, a number of matches have taken place between different members of the growing WIPO Match Community: please refer to ANNEX II for the details of the matches.

BENEFITS OF WIPO MATCH

Leveraging IP for Development

www.wipo.int/wipo-match/en/index.html

The growing online WIPO Match Community has

- 95 supporters from 37 countries, including IP Offices, NGOs, industry, universities and TTOs
- 2 United Nations agencies : UNDESA and UNOSSC
- 1 financial institution: Islamic Development Bank (57 countries)
- 2 regional organisations : ARIPO (19 countries) and EAPO (9 countries)
- 19 offers of support
- 22 expressions of need
- Increasing number of successful matches/synergies among members of the WIPO Match Community

WIPO Match is not only a platform for technical assistance projects,

but also a platform which can bring new business opportunities for

- Integrated IP and innovation related projects (like Private Public Partnership); and
- South-South Cooperation projects.



ANNEX 1

1. THE ISLAMIC DEVELOPMENT BANK (ISDB)

www.isdb.org



MoU between WIPO and the Islamic Development Bank (IsDB)



H.E. Dr. Bandar Hajjar, President of Islamic Development Bank (IsDB) and Dr. Francis Gurry, Director General of WIPO, signed, on November 21, 2019, an historic agreement to establish an Intellectual Property Unit within IsDB with a view to foster Innovation and IP-related projects in the 57 countries covered by the IsDB, representing an influential market of 1.7 billion people.

NEED

This inaugural MoU, the first-ever signed between WIPO and a financial institution, establishes a framework for cooperation in supporting the development of activities and projects to promote innovation at large, the transfer and diffusion of technological innovation for Climate Change mitigation (specifically renewable energy), and the understanding and use of the intellectual property system in the context of development activities and projects.

IsDB launched in April 2018 a USD 500 million “ innovation fund ” to finance scientific and technological inventions around the world.

Within the above-mentioned framework, WIPO Match has facilitated the following successful matches:

- 1.1 The Office of the DDG, Development Sector helped identify the competent human resources to implement an IP unit within the bank, with the mission of gauging patents with commercial value from IsDB Member States.
- 1.2 Participation of WIPO at the IsDB GA 2018 (session on Science Technology Innovation (STI) held in April 2018 in Tunisia), and contribution to the discussions about the importance of innovation for STI.
- 1.3 Participation of WIPO at the first IsDB Academy with the 32 winners of the first IsDB Transformers competition (held in December 2018 – add location) awarding the best innovations from IsDB Member States, and involvement of WIPO in the training course on IP and commercialization, and the promotion of WIPO Match’s benefits for the 32 winners.

Through WIPO Match, two winners from the IsDB Transformers competition, namely the Senegalese company NENA and the Mozambique company Kijani Energy, were able to benefit from the following matches / support:

1.3.1 **NEED** expressed by **NOUVELLES EDITIONS NUMERIQUES AFRICAINES (NENA)**

NENA is a Senegalese company with a mission to work with various stakeholders in the African book industry to make African literature more accessible via its digital library.

www.nena-sen.com



NENA is looking for new partners in Africa in the publishing industry, collective managements, distributions and potential investors interested in this copyright business opportunity.

To meet this need, NENA is using the WIPO Match platform to find partners that can help the company expand beyond its domestic market.

MATCHES

Multiple matches have been created through the IsDB and WIPO Match partnership, with the following outcomes:

- NENA was awarded as one of the winners of the IsDB Transformers Summit Competition (2018) and obtained financing from the IsDB for the commercial development of its innovation.
- NENA's concept of African digital libraries (online and off line) was selected as one of the top innovations for its contribution to the access and the quality of education, in alignment with the agenda 2063 of the African Union, during the Innovating Education in Africa Forum in Gaborone, Botswana from August 20 to 22, 2019.
- African Union / Innovating Education in Africa have expressed interest by the solution developed by NENA to enhance the access and quality of education in alignment with the agenda 2063 of the African Union, during the Innovating Education in Africa Forum in Gaborone, Botswana from August 20 to 22, 2019.
- African Union / Innovating Education in Africa have expressed interest by the solution developed by NENA to enhance the access and quality of education in Africa.

1.3.2 **NEED** expressed by **KIJANI ENERGY**:

Kijani Energy is a Mozambique Company which developed mobile, solar-powered cooling units for small farmers to store and transport their crops, enabling them to sell fresher produce for longer. The units, assembled exclusively by women, are used in markets throughout Mozambique. www.kijanienergycompany.com

In 2016, **ForWaves Consulting and WIPO Match** entered into a **partnership to serve the IP community through the company's expertise in IP, enterprise development, capacity building, change management and project management**. As mentioned in the article written by Ms. Maria N. Zarraga, ForWaves' Managing Director, this partnership was notably based on her past achievements and experience in the WIPO Pilot Project on Intellectual Property and Design Management for Business Development (See [WIPO brochure "Unlocking Countries' Design Potential"](#), [article in WIPO Magazine](#) and [video](#) of the design project conducted in Morocco). To implement this pilot project, WIPO worked closely with key stakeholders in the two participating member states, namely the National Institute of Industrial Property (INPI, Argentina) and the Moroccan Office of Industrial and Commercial Property (OMPIC, Morocco). This successful pilot project was also presented in 2015 at a [side event to the Thirty-Fourth Session of the Standing Committee on Brands, Designs and Geographical Indications](#) and at a [WIPO Design Exhibition](#). A [Follow-Up](#) on this pilot project was approved at the Twentieth Session of the Committee on Development and Intellectual Property (CDIP) that took place from November 27 to December 1, 2017. In 2018, ForWaves was commissioned to contribute to the project follow-up work to ultimately share the project's knowledge and experience with interested countries. The pilot project brought together businesses, governments and experts in developing countries to invest in nation-wide innovation through design, and in the strategic use of design rights. As a WIPO Match Supporter, ForWaves continues to be at the service of "Seekers" requiring support for similar or other IP projects.

The ForWaves team has the ability to provide **expert advice** and **design, monitor and evaluate complex IP and Development projects to achieve sustainable results and inclusive growth**. They also promote the Design Economy which huge potential still remains untapped – in particular in developing countries. Their innovative solutions are geared to go beyond traditional approaches and create exponential effects throughout economies and organizations. Their approach has proven to be perceived as pioneering in facilitating impactful change throughout large-scale projects and country programs. The team of ForWaves experts and ambassadors promotes an environment respectful of Innovation and Human Development. (See <https://forwaves.com/>) In 2019, a Match was created between **Kijani and ForWaves**.



Kijani Energy is using WIPO Match to find partners to help strengthen its IP portfolio and expand to other markets.

MATCH

Through the IsDB and WIPO Match partnership, Kijani Energy was able to benefit from the support of Ms. Maria Zarraga, Managing Director, ForWaves Consulting (<https://forwaves.com/>) (Switzerland) and Dr. Sarasija Padmanabhan, Independent Patent Expert in life sciences and chemistry (India), who will both provide IP advices to help Kijani Branding strengthen its IP portfolio.

- 1.4 Participation from WIPO at the IsDB GA 2019 (held in April 2019 in Marrakesh) to address the importance of IP in the knowledge economy and for STI.

1.5 **NEED**

Expressed by the IsDB to learn about successful experiences in the patent information search, and the financing of innovation.

SSC.-MATCH

Through WIPO Match, an SSC Match was made with the Turkish Patent Office to organize a study visit mission at the Turk Patent Office for the IsDB to learn about successful experiences in the patent information search, and the financing of innovation.

1.6 **NEED**

Expressed by the IsDB to have guidance and support to develop a specially designed bank strategy to effectively manage innovation and IP.

MATCH

A match was made with the WIPO Office of the Deputy Director General, Development Sector, who will help identify the right expert and draft the requested strategy (to be formulated and approved during the second Semester 2020).

- 1.7 Coordination of a WIPO face-to-face training on patent search for the IP Unit of the IsDB (to be held the first Q 2020).
- 1.8 Coordination of a WIPO DL training for members of the IP Unit of the IsDB.
- 1.9 Pursue the request of deploying a TISC center in IsDB and the support to be given by IsDB for deployment of TISC in all member countries (to be held the first Semester 2020).
- 1.10 Facilitate the participation of Dr. Hayat SINDI, Chief Advisor, President of the IsDB, in gender equality activities organized by WIPO for the promotion of innovation and entrepreneurship (to be held in 2020).

2. UNITED NATIONS DEVELOPMENT ECONOMIC SOCIAL AFFAIRS (UNDESA) www.un.org/development/desa



Further to the official request from the Office of the Under-Secretary-General, United Nations, Development Economic and Social Affairs (UNDESA) addressed to WIPO Director General, the WIPO Match platform has been integrated within the United Nations Online Platform (OLP) of the Technology Facilitation Mechanism (TFM), which aims to facilitate meaningful and sustained capacity and technical assistance for development in the areas of Science, Technology and Innovation.

NEED

Expressed by UNDESA: To feature WIPO Match as one of the United Nations partners in the OLP of the TFM during the UNDESA Conference to be held in China the first week of December 2019.

MATCH

WIPO Match Team is invited at the United Nations Conference on Science Technology Innovation (STI) (co-organized by UN Development Economic Social Affairs and the Ministry of Science Technology of China) to be held in China from December 9 to 17, 2019 - to share its relevant experience in the use of the WIPO Match platform for IP and innovation related projects among the growing WIPO Match community, and facilitate synergies with UNDESA partners through concrete projects to support the 2030 Agenda for Sustainable Development.

<https://sustainabledevelopment.un.org>

3. UNITED NATIONS OFFICE OF THE SOUTH-SOUTH COOPERATION

(UNOSSC)

www.unsouthsouth.org

www.southsouth-galaxy.org



UNOSSC developed the South-South Galaxy platform which provides developing countries and development partners access to high-quality advisory services on the application of knowledge to bolster their capacities in the context of implementing the 2030 Agenda for Sustainable Development. It will offer a repository of thematic experts (UN focal points and development practitioners) to provide advisory support services in implementation support, adapting solutions, conducting impact assessment when requested, making it easier for Southern partners to connect and partner with the UN system.

As a specialized agency of the United Nations, WIPO aims to promote the protection of intellectual property on a global level by striking a balance between the interests of IP holders and users. Development has continuously been at the core of WIPO's mission and WIPO also acts as a catalyst for SSC and triangular Cooperation within the framework of the UN 2030 Agenda for Sustainable Development. As IP is an increasingly important key element of the knowledge economy, demand for IP rights continues to rise with the rapid expansion of new technologies, and this worldwide trend is likely to continue. With its increased popularity, the WIPO Match platform has been completely redesigned with added features and the new website will be launched in October to meet the needs of the ever growing WIPO Match community (with more than 100 partners from 37 countries to date).

NEED

Expressed by UNOSSC: To have all United Nations partners involved in South-South Cooperation in the South-South Galaxy.

MATCH

In the above-mentioned context, WIPO Match will be featured as an official Partner of the South-South Galaxy platform for the month of October 2019.

WIPO was invited at the United Nations Day for South-South Cooperation in New York on 12 September 2019 to present the benefits of the WIPO Match platform and promote its mission of creating synergies, multiplying strategic interactions, and fostering SSC projects among the other partners and stakeholders of the South-South Galaxy.

CONCRETE MATCH - UNITED NATIONS POPULATION FUND (UNFPA)

www.unfpa.org



In order to streamline the South-South Cooperation activities and create stronger impact within the allocated budget, meetings with United Nations Population Fund (UNPFA) were held at the WIPO Office in New York, to explore the activities with areas of common interest that could be undertaken between WIPO and UNFPA.

Concrete Match with the participation of the UNFPA Office in Indonesia in the ASEAN Conference in Life Sciences to be held in the first Q 2020 jointly co-organized by WIPO, Directorate General of Intellectual Property (DGIP) Indonesia and the Korean Intellectual Property Organization (KIPO).

EXPLORING MATCH - INTERNATIONAL TELECOMMUNICATION UNION (ITU)

www.itu.ch



In the same South-South Cooperation spirit and approach, we are currently exploring activities that could be jointly undertaken by the International Telecommunication Union (ITU) and WIPO through the WIPO Match platform.

While the United Nations agencies are currently working on jointly designing a South-South Cooperation Strategy, with South-South Galaxy, WIPO Match and all the other South-South platforms and networks, we aim to join efforts by streamlining our human and financial resources, and working more closely between specialized UN agencies on an increasing number of projects, to achieve a greater impact in the delivery of SSC projects.

Similarly, one of the pillars and main fundamental duties developed by WIPO Match is to identify and/or create possible or new matching opportunities among WIPO Match supporters.

ANNEX II

4. SUCCESSFUL MATCH REDOTTEC (MEXICO) AND KIPO-KIPA (SOUTH KOREA)

OFFER from TTO Monterrey, Mexico

- Possibility of sharing existing patented technologies (owned by TTO) for the KIPO Appropriate Technology Program.



Offer from TTO Monterrey, Mexico

- Organization of a training/workshop on specific subjects with TTO's representatives from Mexico.
- Possibility of sharing existing patented technologies (owned by TTO) for the KIPO Appropriate Technology Program.

TYPE OF MATCH: CATEGORY 1 (Match between two partners)

Match Potential: To become **Category 2 (Match between more than two partners)** by leveraging existing relationship and the project needs of both parties.

Involved Organizations / Institutions

SEEKER Network of Technology Transfer Offices of the University “ Tecnológico de Monterrey ” (REDOTTEC)

DONOR Korean Intellectual Property Office (KIPO) – Korea Invention Promotion Association (KIPA)

REDOTTEC has glimpsed the latent need to venture into successful granted patent commercialization practices, especially since year 2018, when they launched a licensing express initiative where licensors are able to license technologies patented in Mexico or in some cases at international level thanks to some granted PCT applications they have in their patent portfolio.

In complement of this need, REDOTTEC also requires increased visibility so that private sector and other entities at international level are able to access REDOTTEC's patent portfolio, thereby promoting REDOTTEC's research and inventive capabilities to commercialize IP, as well as to develop tailor-made research projects that offer competitive advantages to private sector companies.

KIPO-KIPA one of the most reputable National IP Offices worldwide has created interactive online training tools to promote the use and commercialization of IP on top of focusing on IP prosecution and protection practices. KIPO-KIPA's latest development was an interactive mobile application for the youth to disseminate the importance and use of IP. Three offerings within WIPO Match platform were published by KIPO-KIPA where they offer technical assistance to maximize the value of trademarks, and foster development opportunities for LDCs and developing economies through the use of public domain sustainable-patented technologies and the use of their IP dissemination tools.

NEED

Expressed by REDOTTEC: Capacity building In fields of IP prosecution at international level, best technology transfer practices, IP Commercialization strategies and best practices to promote patent portfolio at international level.

MATCH

In the above-mentioned context, WIPO Match has identified REDOTTEC's needs and KIPO-KIPA's offerings, inviting them to hold a series of video-conferences to introduce their teams, interests and to pinpoint how they can generate mutual benefits. The intention was to explore collaboration possibilities between both organizations and to create a successful match by unifying offers and needs into a same collaborative vision. After successful meetings KIPO-KIPA agreed to develop the following projects progressively:

1. Donation of the Guide for SME's IP Business Cycle by KIPO-KIPA.
2. Online training facilities for Technology Transfer Professionals within Mexico through the IP Discovery online tool.
3. REDOTTEC transmitted among registered members of the Mexican Technology Transfer Network, KIPO-KIPA's online course & webinar on " Strategic Technology Licensing " given by Mr. Yusun Park from the International Cooperation Division of KIPA.
4. KIPO-KIPA agreed to assess the possibility of undergoing a REDOTTEC social technology into the Appropriation Technology (AT) Program. In the event that the technological and impact analysis are positive, REDOTTEC accepted to grant an open license so that KIPO-KIPA are able to leverage the technology in benefit of a least developed economy.

- Both parties have shown interest in developing a collaboration to adapt an existing IP online training tool owned and powered by KIPO-KIPA for Latin-American and Universities, by using local knowledge and expertise of REDOTTEC professionals as well as building on REDOTTEC network of IP and Tech Transfer professionals.

FOLLOW-UPS

The Management of both institutions/organizations has changed since over the last years, and REDOTTEC is currently seeking to reestablish relationships with KIPO-KIPA to promote technologies within the AT Program developed by KIPO-KIPA and to discuss further options to preserve, continue and develop more dynamic projects for the benefit of both parties.

5. SUCCESSFUL TRIANGULAR SSC MATCH BETWEEN CAF (LATIN AMERICA) WITH TECPAR (BRAZIL) AND UNIVILLE (PARAGUAY)



Financing from Development Bank of Latin America (CAF) and CYTED (Paraguay) and the Institute of Technology (TECPAR)

Financing of participants from Brazil and Paraguay to attend a training of the CAF Method Accelerated Development of Technological Patents in Paraguay.



TYPE OF MATCH: CATEGORY 1 (Match between two partners)

Match Potential: To become **Category 2 (Match between more than two partners)** by fostering triangular cooperation among institutions / organizations belonging to TECPAR Network, in order to capture funding to pursue IP prosecution in the Latin American region and in the United States.

Involved Organizations / Institutions

SEEKERS Iberoamerican Network of Technology Transfer and Competitive Technological Innovation (REDE TT Inova)
Paraná Institute of Technology (TECPAR)
University of the Region of Joinville (UNIVILLE)

DONORS Development Bank of Latin America (CAF)
Iberoamerican Program of Science and Technology for Development (CYTED)

REDE TT Inova is a powerful network of emerging technology transfer offices spread around 8 countries in Latin America and the Iberian Peninsula.

Its main objectives are to disseminate and to create solid technology transfer network with the finality of mapping technological trends in favor of creating technological demands and offers, and to improve the development of the technology transfer scene in the countries where REDE TT Inova is present.

CAF & CYTED are specialized agencies boosting and financing programs related with Science Technology and Innovation (STI's) fields, the former throughout a thorough evaluation analysis provides financing in diverse areas, for example the allocation of funds to apply for patent rights of inventions developed in Latin America into a CAF member country or even in the United States. Meanwhile the latter, is an international organization comprised by 22 country members fostering development through educational, cultural, social and cooperation programs along its members.

Through WIPO Match, REDE TT Inova & CAF were able to identify needs and offers, finding common ground to establish a capacity building workshop in the area of drafting patents. It is precisely in this perspective that the participants of said program will receive technical training, preparing them to be creditors of financing opportunities to execute future projects related to the subject of STI.

NEED

Expressed by REDE TT Inova: To receive technical assistance and training in the field of patent drafting, to understand through best practices and business models, how to better conduct businesses between private sector and institutions linked to the innovation ecosystem. To offer workshops and trainings to its network in order to disseminate the best technology transfer practices.

MATCH

CAF & CYTED promoted the IP workshop denominated “ CAF Method for Accelerated Patent Development ”, that took place at Paraguay (add year). The aim is to increase the ability of generating more patent applications at national level as well as to strengthen the application of patents in the USPTO, with the intention of expanding technological commercialization avenues. CAF financed the participation of REDE TT Inova members and CYTED support in the organization and execution of such workshop. As a result 104 participants were trained and 114 inventions were conceptualized to initially evaluate its patentability criteria.

FOLLOW-UPS

Together with other organizations, CAF will be promoting activities and programs in the area of technological innovation, expecting to kick-off its patent application process designed to support financially high-impact projects covering all three patentability requirements.

6. SUCCESSFUL SOUTH-SOUTH COOPERATION MATCH BETWEEN DGIP INDONESIA AND ARIPO



OFFER from DGIP Indonesia (www.dgip.go.id)

Share for free the existing software (in Indonesian language) for the registration of copyright works to be customized in English for ARIPO

NEED from the African Regional Intellectual Property Office (ARIPO) (www.aripo.org)

To develop a regional copyright database which will provide a platform which will be used by Member States in the development of copyright in the respective countries and to share information for the



From left to right: Dr. Freddy Harris, Director General, Directorate General of Intellectual Property (DGIP) Indonesia, and Dr. Fernando Dos Santos, Director General, African Regional Intellectual Property Office (ARIPO), and WIPO Match Team (Mr. Di Pietro, Director; Mr. Wibowo, Project Manager, Mr. Panakal, Information Management Assistant)

TYPE OF MATCH: CATEGORY 1 (Match between two partners)

Match Potential: To become **Category 2 (Match between more than two partners)** by expressing explicit mutual interest to cooperate in joint activities in different areas of IP, including an official visit of DG ARIPO to DGIP Indonesia, with the view to develop effective IP infrastructures to boost economic growth at national and international level.

Involved Organizations / Institutions

SEEKER African Regional Intellectual Property Office (ARIPO)

DONOR The Directorate General of Intellectual Property, Ministry of Law and Human Rights of the Republic of Indonesia (DGIP)

Since 2002 the members of the African Regional Intellectual Property Office (ARIPO) have agreed to extend the organization's mandate to include Copyrights and Related Rights as substantial and strategic step facing the development of a Database and Platform where assigned login credentials will be given to all members, to access, exchange, communicate and post information in favor of the members. Until the time being, this initiative is not satisfied due to a need for technical cooperation and financing.

Secondary to this initiative, during the Diplomatic Conference on the Protection of Traditional Knowledge and Expressions of Folklore held on August 29, 2010 at Swakopmund, Namibia, ARIPO has identified the need to create a comprehensive database collecting traditional knowledge and expression of folklore from members, in this way relate the database with IP searching engines to avoid misappropriation, limit exploitation of resources, but moreover to detonate development and economic growth by identifying and executive efficient IP and commercialization strategies of regional intangible assets.

The Directorate General of Intellectual Property (DGIP), Indonesia has been proactive promoting the development of South-South Cooperation IP partnerships to strengthen the ties and endeavors of making innovation more efficient in southern economies.

NEED

Expressed by ARIPO: (1) To develop a regional copyright database which will provide a platform which will be used by Member States in the development of copyright in the respective countries and to share information for the growth of IP in Africa. (2) To develop a comprehensive collection of traditional knowledge data in the region assisting members to prevent misappropriation of traditional knowledge and expressions of folklore; to carry out advanced research; and to use commercial use of traditional knowledge under prior informed consent and access and the benefit of sharing agreement.

MATCH

Signing of an MoU between ARIPO and DGIP to establish DGIP's offer to ARIPO on a pro-bono basis a software for the electronic registration system for copyright works, and a software for the electronic registration system for GRTKF with user guidelines in English and technical advice and expertise in implementing the systems.

FOLLOW-UPS

ARIPO and DGIP explicated mutual interest to cooperate in joint activities in different areas of IP, including an official visit to Jakarta of DG ARIPO to DGIP Indonesia, with the view to boost economic growth between ARIPO Member States and Indonesia through IP and innovation projects with mutual benefits.

7. SUCCESSFUL TRIANGULAR SSC MATCH BETWEEN DGIP INDONESIA AND KIPO WITH WIPO

(Office of the Deputy Director General, Development Sector; and Traditional Knowledge Division)



NEED from the Directorate General of Intellectual Property, Indonesia (www.dgip.go.id) with the Indonesian Agency for Agriculture Research and Development (IARRD)

- Organization of a South-South Cooperation Conference on innovation in the genetic resources and life science areas (within the framework of the WIPO Match platform)



With financial and technical support



With substantial and financial support from

TYPE OF MATCH: CATEGORY 2 (Match between more than two partners)

Match Potential: To amplify synergies / projects between all ASEAN countries in the area of IP and GR.

Involved Organizations / Institutions

DONORS

Funds in Trust (FIT) Korea (financial support), WIPO (Office of the Deputy Director General, Development Sector, and the Traditional Knowledge Division)

SEEKER

The Directorate General of Intellectual Property, Ministry of Law and Human Rights of the Republic of Indonesia (DGIP), and the Indonesian Agriculture Agency for Research and Development (IAARD)

IAARD was involved in the “ international training program on IP and Genetic Resources in support for innovation ” organized and financed by the Swedish Patent Registration (PRV) Office which aimed to facilitate the drafting of IP and GR projects.

NEED

Expressed by DGIP and IARD: The Directorate General of Intellectual Property (DGIP), Indonesia has been proactive promoting the development of South-South Cooperation IP partnerships to strengthen the ties and endeavors of making innovation more efficient in southern economies. Notably, DGIP Indonesia and IAARD have experienced successful initiatives with the use of the IP system for innovation in the areas of genetic resources and life sciences.

MATCH

2 days ASEAN Seminar with ASEAN participants and international experts in using IP, in particular patent, for enhancing innovation in life science and genetic resources. Participation of one or two companies/research institutions which will share their experiences in developing their innovation. Furthermore, there will be also presentation from WIPO experts on the benefits of the WIPO Match platform, and South-South Cooperation. In the third day, all participants will visit one Indonesian company successful using IP for innovation in life science, and visit the Indonesian Institute of Agriculture in Bogor.

ANNEX 3 ARTICLES BY WIPO MATCH SUPPORTERS



“ Why I believe in WIPO Match ”

By Mr. Juan Ramon Rangel Silva,
Innovation and
IP Management
Professional

As it is known innovation is one of the nebulous concepts, which has been shaping our present and delivers the promise of a better future to our society. However, due to its tendency of moving constantly at a revolutionized pace, the whole globe cannot fully understand what innovation actually means or how innovation can be executed.

Generally speaking, concepts supporting innovation such as Education, Intellectual Property, Collaboration, Commercialization, Creativity, Discovery, Knowledge, and many more, cannot be experienced or understood at the same frequency in different corners of the world. As an example, the folks coming from San Francisco assimilate innovation in a different way than peers trying to innovate in Thimphu, even Beijing, Reykjavik, Mexico City or New York.

The answer to this dilemma is certainly not simple, actually it is amazingly complex, but there are some concepts able to bridge such differences that could be mentioned as follows: access to knowledge and/or education and disciplined collaboration. As Jason Resnick mentioned in his article,

if the British inventor Kane Kramer would have understood the potential of his patented personal digital music system¹, he would never have left behind his patent right. To the same way that if Universities, Research Centers or Technology Transfer Offices understand how to grasp knowledge databases, maybe they could allocate their resources more effectively, so we would see more emerging life-changing ideas from these hubs of knowledge.

To hold innovation by the leash, decision-makers must conduct a tremendous effort, so in this way, policy-makers from developed countries and corporates have put in place outgoing initiatives to make innovation prevail as a continuous mindset on its people.

So, to shorten the gap between the levels of development among regions, countries and organizations, education, best practices and knowledge overall must be shared, thereafter implemented. After all “sharing is caring”, and one thing innovators have in common is that they care about the world and they believe in a better future for our society.

To achieve this ultimate goal, leaders have agreed and believed in how essential disciplined collaboration is, reason why to encourage and promote the development of innovation; interesting networks and relationships are emerging out of this latent need.

The world has seen inspiring theories trying to foster economic, sustainable and social development, aspects embracing innovation and adding up positively to our current knowledge-based society. One of these theories is the well-known triple helix model

brought by Etzkowitz and Leydesdorff in the 90s, where they proposed that through the collaboration of the triad university-industry-government an innovation dynamic framework can foster undoubtedly the development of society at national, regional and international level.

In this modern knowledge-economy where absolutely everything could be communicated and transferred, the protector and perpetual engine of innovation, which is intellectual property (IP) has made a call of duty through its organizations to boost dynamic tools enabling national, regional and international institutions to act in favor of sustainable development.

For these reasons, the supporters of the matching platform of the World Intellectual Property Organization (WIPO) have decided to believe in its potential. Because by promoting the use of IP, WIPO Match stimulates cooperation between representatives of the abovementioned triad at international level, discloses IP related projects, fosters innovation, bridges the gap of development, moreover works in progress on top of perfection.

¹ Kane Kramer Co. Patents GB2115996 and US4667088 for a "Patent data processing and storage system the size of a credit card and includes magnetic bubble memory which stores three minutes of music".



“ IP resources of the right size, at the right time, and in the right place ”

By Mrs Payinz Lyfoung, Program Director,
Public Interest Intellectual Property Advisors
(PIIPA)

Intellectual property (IP) has traditionally been perceived and used as a tool of developed countries, to protect their interests and increase their global power. When the new World Trade Organization (WTO) emerged in the mid 1990s, the TRIPS Agreement (Agreement on Trade-Related Aspects of IP Rights) provided both a mandate for all WTO members to adopt an IP system and some flexibilities to allow for customizing that would respect countries' policy choices and accommodate their economic development capacity. The first time flexibility in TRIPS ended in 2000, although it was extended for certain developing countries. Around that time, several global public interest NGOs emerged to provide IP assistance to developing countries, focusing on different areas of.

Pro bono publico has been a longtime professional aspiration for US attorneys and is now becoming a global movement, as an integral part of global economic development and technology innovation

trends. PIIPA (Public Interest Intellectual Property Advisors, Inc.) was created in 2002, by a group of private sector IP attorneys in the US. Foremost within that cohort was the late Michael Gollin, a DC-based attorney, who had the vision to tap into the existing resource of IP practitioners and recruit them into a pro bono IP Corps. For over fifteen years, PIIPA has operated a network of several thousands of pro bono IP experts from fifty different countries who can be matched to projects benefiting developing countries. PIIPA's pro bono matchmaking program has given access to IP expertise at no cost or low-cost to hundreds of assistance seekers. PIIPA's extensive network enables it to cover almost any IP substantive matter (copyrights, trademarks, patents, traditional know) over many legal jurisdictions.

PIIPA's mission to provide "IP resources of the right size, at the right time, and in the right place" has achieved many results, such as protecting indigenous rights in Peru over the Maca plant, establishing standards for mobile healthcare innovations in Africa, and completing an IP audit for an international public research organization. PIIPA's focus on global public interest IP projects constantly seeks to balance public and private objectives to maximize global public benefits for developing countries. By-products of PIIPA's work have consisted of increased local capacity building through cross-border collaborations among IP practitioners and between IP experts and inventors, the promotion of local economic development and local livelihoods, and the facilitation of global innovation. Despite its small size and tiny budget, PIIPA has built a solid reputation as an expert and effective IP NGO.

Consequently, PIIPA has been a natural partner for WIPO, serving as a founding

partner for many WIPO initiatives, such as WIPO Re:search for global health and WIPO GREEN for green technology transfer. When WIPO MATCH emerged, PIIPA was invited to say a few words to welcome this new addition to the global public interest IP world, at its Washington-DC launch. This year, PIIPA and WIPO MATCH are engaging in their first collaboration to fully utilize WIPO MATCH as a holistic global IP resource it seeks to be. We hope to demonstrate a great success story resulting in the proper deployment and capacity building of IP for innovation and economic development in developing countries, with the following project.

PIIPA's work on the cutting edge of global public interest innovations and its history of credibility among various segments of the IP world has attracted request to assist with complex and innovative IP projects. Recently, Wennovation, an innovation and venture capital NGO in Nigeria reached out to PIIPA, upon the recommendation of a trusted advisor who happened to serve on the PIIPA Board of Directors. During the face-to-face skype screening call, Wennovation's specific IP needs and objectives were identified. Based on that information, PIIPA designed a workplan with a projected budget to implement it and presented to WIPO MATCH as a potential collaborative project. PIIPA was pleased to hear that this proposal was the kind they would like to feature, as a model of what innovative proposals WIPO MATCH would like to facilitate. Both WIPO MATCH and PIIPA look forward to a successful collaboration on this project, which can be viewed at, [link](#).

With this project, PIIPA looks forward to another success story based on multidisciplinary and multi-jurisdictional collaboration with WIPO MATCH and its partners.



“ The networking opportunities in WIPO Match are endless ”

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.

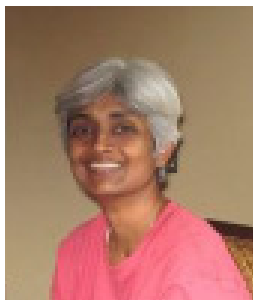
The same principle applies to the efforts of countries when they are drafting plans to upgrade their social and economic infrastructure in order to make it conducive to innovation and creativity. Developed countries that have a sound intellectual property regime and sufficient resources rarely have difficulties 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.



“ We embrace the MATCH philosophy ”

By Mr Govind Kedia, Managing Director of Arctic Innovation Consulting Solutions Pvt. Ltd. and Dr. Sarasija Padmanabhan, Senior IP Consultant, Arctic Innovation Consulting Solutions Pvt Ltd.

WIPO-MATCH is the central force that brings together various types of requirements and appropriate propositions scattered in the arena of knowledge, innovation and development just like the ancient Greek dissection puzzle - the famous Ostomachion. According to classical texts, the puzzle can be arranged to represent different objects such as animals, plants etc. by just rearranging the same pieces: an elephant, a tree, a barking dog, a ship, a sword, a tower etc. Individual pieces alone mean nothing but with the right companion piece something recognizable and worthwhile is created. WIPO- MATCH is the hand which brings the complementing IPR pieces together.

In 1876, Pierre-Joseph van Beneden introduced the term ‘Mutualism’ which is essentially an interspecific cooperation relationship between two organisms of different species where each benefit from the activity of the other. WIPO_MATCH is an accurate representation of mutualism. Brilliant ideas are looking for financial backing. Investors are searching for innovations to

endorse. WIPO-MATCH paves the way for a mutualistic relationship by bringing the two together and Viola!!! We have a thriving start-up. Measuring the exact fitness benefit to the collaborating parties in such a relationship is not always straightforward, particularly when the benefits pour in from a variety of sources. Similarly, a particular Need can have many suitable Offers. It is therefore common to categorise mutualisms according to the closeness of the association.

The WIPO-MATCH platform efficiently optimizes resources available to cater to the existing needs along with ensuring a balance of public and private objectives with the aim of maximizing public benefits. WIPO Match’s platform is integrated into the UN Online Platform of the Technology Facilitation Mechanism to ensure seamless integration of technology offers and requests needed for successfully achieving the Sustainable Development Goals by 2030. The user-friendly tool provides increased access to new markets and interaction with different Intellectual Property Stakeholders establishing a safe place for creating new benchmarks in the fast-growing ecosystem.

Arctic has been assisting the SMEs and start-ups in increasing inventive output from the R&D teams, extracting high-quality patentable ideas and thus expediting the innovation process to compete globally which is a challenge as well as an opportunity. We are associated with the Government of India’s Startup India initiative, focused on increasing awareness around patent filings and improving the quality of legal assistance so that startups can push the boundaries of innovation and creativity in India. An increasing number of startups in India are embracing the need for filing patents and have realized that patents are a vital part of the overall product strategy

as benefits dwarf out the timelines and costs involved.

To put it briefly we embrace the MATCH philosophy, as developing nations like India have a rich treasure of talent, drive, resources in the entrepreneurial youth in industries, universities, and research centres, inundated with ideas, knowledge, and training and then there are FUNDS and means of generating funds, and means of utilizing those funds. We extract and decrypt that treasure and propose to use the MATCH platform to synergize our expertise in IP management by helping startups and SMEs to succeed by building strategic IP portfolios.

We develop comprehensive solutions to patents related issues by working as an extension of the clients' own team. We specialize in providing turn key solutions in knowledge services for protection, business analytics and commercialization of critical Intellectual Property assets with global reach through our network in the UK, India, US & Finland and inhouse expertise of experienced IP professionals in various cutting edge technological domains. We feel passionately about technology companies and develop company specific strategic framework to avoid any pitfall by helping them file patents, identify novel aspects of the idea/business, reduce litigation risks by conducting freedom to operate searches, and create an innovation strategy by understanding the overall technology landscape.



“ I strongly believe in WIPO Match as an outstanding platform ”

By Ms. Maria N. Zarraga, Managing Director of ForWaves – Crafting Change®

As former WIPO Official and founder of ForWaves, I strongly believe in WIPO Match as an outstanding platform that connects the dots between seekers, providers and supporters in the global IP Community. Sound and innovative partnerships are undoubtedly part of the key equation for success - not only for the good of developing countries and least developed countries (LDCs), but for the benefit of our globalized world which proves to be more than ever interdependent in nature.

Since the last decades, countries, international, regional and local communities have invested in sustainable development across the globe. The reality shows that there is no clear and easy path to operationalize the SDGs. Expectations are often not fully met due to the complex environments in which our governments, IP and Development practitioners evolve.

ForWaves is a firm specialized in development program / project management, design, monitoring and evaluation (M&E), capacity building and sustainable change. Our work in IP and enterprise development programs,

notably supporting small and medium-sized enterprises (SMEs), closely relates to WIPO Match mission. SMEs require close attention and support from governments in terms of social economy and social innovation. We assist organizations and countries in designing, implementing and evaluating policies, IP and country interventions and knowledge management platforms.

We support programs and projects that strengthen countries' legal IP framework and companies' strategic use of IP rights in global value chains. We provide advanced project management for international cooperation, IP law, entrepreneurship, business development, corporate social responsibility and change management expertise.

The importance of managing change in a strategic and effective way is a key component in development issues in a fast-changing world. Our challenge is to take into consideration in a more holistic way the mapping of key influencing factors and their interaction to achieve expected results. More advanced models are needed. We also translate existing research and knowledge into user-friendly tools and methodologies serving development programs.

In 2016, ForWaves and WIPO Match entered into a partnership to serve the IP community through our expertise in IP and enterprise development. This was notably based on past achievements and experience in a WIPO pilot project on unlocking design potential in developing countries. Further to successful project results and interest of countries in this WIPO initiative, the Committee on Development and Intellectual Property (CDIP) decided to follow up on this project and transfer the project knowledge to other countries. We are committed to provide our support to countries and organizations who

wish to foster IP and business development in interventions that are transformative at all levels.

Drawing on years of experience, we've put together the ForWaves Platform, a global team of enthusiastic, passionate and dedicated experts covering a range of disciplines. ForWaves experts are based in six countries and four continents. We promote an environment respectful of innovation and human development, and fully support WIPO Match initiatives and growing community.



WIPO-Match (made in heaven)

Saint Louis, July
29, 2018

The calling card of the UN's WIPO (World Intellectual Property Organization) is innovation. The language the UN speaks that's heard around the world is diplomacy. Through its diplomatic efforts the UN has taken the lead in promoting innovation throughout the globe. It's adopted children 'Innovation' and 'Technology' were born uttering strange phrases like "free market kinetics" and "startup capitalization." The WIPO has established WIPO-Match¹ program to bring people together.

Enter a small technology company in St. Louis, Missouri that says it can offer its interpreter services using blockchain technology. SmartPatent has developed a platform based on smart contracts that will reduce the risk of investing in startups, expand the offerings to investors across the world, and most significantly provide access to investment for people living in even the most remote regions. How may you ask can this be achieved? The solution is elegantly packaged into the assignment of the intellectual property. Instead of the assignment being attributed to the inventor or another designated party the assignment is identified by a SmartPatent smart contract that allows shared interest in the intellectual property by a consortium that includes the founder, the investors, and any other parties that are designated on the smart contract. Blockchain technology

affords a secure, authentic, and transparent mechanism to record ownership.

The big juggernaut today according to SmartPatent CEO Eric Raskas - "We have people across the globe with brilliant ideas who can't get funding to actualize them. The infrastructure is not in place for foreign investment of startups. If you think that investing in a domestic startup for tech is high risk than a foreign startup compounds that risk exponentially. Our goal is straightforward. We want the money manager at Charles Schwab to look at SmartPatent technologies stemming from any region of the globe as a serious investment opportunity and dispel the notion that high tech means high risk."

SmartPatent can take any technology submitted throughout the world, have it reviewed by the best-in-class engineers and business professionals and then post it on the SmartPatent platform partially resembling a crowdfunding platform. The prospective investor is able to see a full digital representation of the technology and the commercialization plan. If they find it suitable they simply purchase tokens which are recorded to the smart contract. This means the once static assignment to the IP now becomes a dynamic flow of investors who are able to buy and sell the IP when milestones are reached and valuations increase.

SmartPatent isn't satisfied with just featuring the concept or even a comprehensive plan. They are ready to get down in the trenches and work with freelancers and incubators throughout the world to provide inventors access to highly qualified individuals for the development work. The third leg of the SmartPatent platform is the freelancer. The matrix is now complete. For the first time there

is a forum that founders and investors and freelancers throughout the world can engage to open a whole new era of innovation.

“The proper implementation is really the focal point now.” according to Dave Paresh, the SmartPatent Chief Technology Officer based in New Delhi, India. “We are carefully building up alliances that will generate the necessary credibility for all parties. The WIPO Match program is the perfect venue. The World Intellectual Property Organization is guided by the same principle that innovation is really what makes the difference in economies throughout the world and hence we are incredibly pleased to have an opportunity to collaborate with WIPO.”

Innovation doesn't discriminate. It has affected every area of our lives and that includes how we operate with intellectual property. Technology moves at an incredibly fast pace and we need to find a way that inventors can benefit early and the conventional funding methods and patent awarding systems aren't meeting the challenges of the reality on the ground. SmartPatent will.

In the perspective of the WIPO Match platform, when parties freely enter into a “connection” or “mutual willingness” to collaborate on agreed tailor-made terms, it is considered as a successful Match. Agreements that originate through the use of the WIPO Match platform are the responsibility of the contracting parties. SmartPatent can contribute and improve the means to fulfill the WIPO-Match mission. Association of WIPO-Match and SmartPatent can revolutionize the way innovative technologies bring to the market for the benefits of the societies worldwide with the involvement of all walk of peoples. This also perfectly fits to the larger mission of the UN.



“ WIPO MATCH is a perfect network ”

By Javier Córdoba
CEO & cofounder

4dlife, the new paradigm of Smart City and Smart Territory

The UN has taken the initiative to promote innovation worldwide with a vital initiative to unite people through the 17 SDGs (Sustainable Development Goals) for all countries to promote prosperity while protecting the planet. In 4dlife we want to reach the maximum number of people to create value with new models of relationships, Internet and Artificial Intelligence helping the development of territories, companies and people, for a better world. WIPO Match is the UN's way of developing and leveraging innovation.

WIPO MATCH is a perfect network (networking, partners, universities...) and innovation is the key. For this reason, 4dlife bets on the window to the world offered by WIPO Match. WIPO MATCH is a fundamental point for our strategy for development projects in territories.

The Internet has evolved since its creation as a technology that connects us more and more. At first as web pages in a web 1.0 where there was no interaction. Later we moved to systems where it was possible to interact,

¹ <http://www.wipo.int/wipo-match/en/>

for example, with comments on blogs. Then came social networks, a revolution, where people can connect and share information. Every day more than 2500 million GB of data are generated, producing what I call the iceberg effect: we only see a small part of the information, which is what we are shown in the first results of search engines, but what we do not see is most of what exists and is submerged without adding value.

4dlife (www.4d.life.com) is a Spanish start-up that has created a new paradigm of Internet that allows to create new models of connection, to represent things that do not exist today and to create value where it is applied. 4dlife is a new advanced technology, but it is also a philosophy of transformation. 4dlife allows the creation of new Internet models based on the territory.

4dlife, creates the web 4.0 in 2006, and this is the base of all our technology.

Web 4.0 should solve the problems that exist today, but that at that time were futuristic:

- _ the person is the center of information and everything that interests him is organized around him.

- _ navigation had to be intuitive, graphical and understandable

- _ the core is Artificial Intelligence

- _ should ensure that people are unique and serve to help them evolve, personally and professionally.

- _ had to be proactive, with the user being the one who inspires and attracts the information he needs at the time he needs it

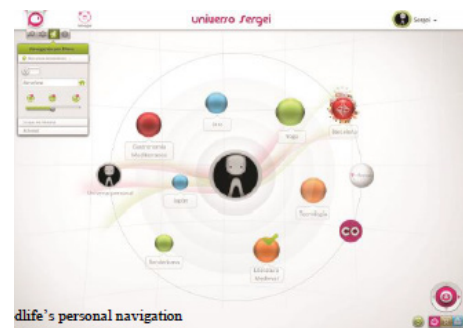
- _ based on living systems

- _ create elements that do not exist today: companies, cities, organizations, governments, people, ...

- _ must be based on fractals: representing from the smallest to the largest connecting all its properties, for example, person > social group > neighborhood > city > territory

- _ the data, unlike the current systems, are democratic and, have no weight - a small business has the same value as a multinational - and people are the ones who attract information when they need it.

And above all, the creation of a new philosophy to fight against the negative effects of globalization and what we



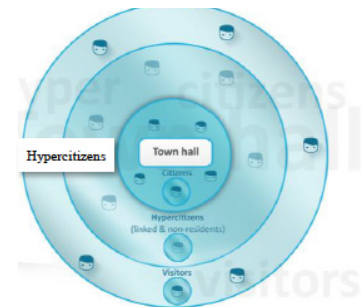
call Reverse Globalization. Companies and people must be inspired by their environment, collaborating and allowing the initiative to turn into innovation: millions of people are more creative than a group of them in a multinational. It is the way to be respectful with the environment, not to impose as in the late twentieth century, to listen, to let evolve, more feminine methods.

This is the foundation on which we give life to Internet 4.0.

Until now, the most important thing is the data, the information; with 4dlife, the most important thing is the person: the information and the interaction starts from the person, the data is secondary, almost without context.

4dlife is born as a system created so that Artificial Intelligence reaches its maximum exponent, at levels not yet

The way to navigate in 4dlife are the spheres. The 4dlife's 3D spheres® :



- The user is in the center and all the valuable information is organized around in the form of spheres.

Then the relationship with information, people and groups is unique and really personalized, leading to efficiency and innovation.

Enabling a new way of navigating in a city/territory based on the interests of citizens and businesses, having a way of understanding what is happening, of communicating with citizens, of connecting supply and demand, of making decisions in real time, of being inspired by citizens and businesses and, at the same time, that they can be inspired to create new opportunities.

Thus, we create a new concept: Hypercitizen: anyone who is related to a city or region, without residing in it, and who wants their stay to be a unique experience and stay connected to the region. It allows us to create territories with communities and companies beyond their inhabitants.

In the 1st UNWTO World Conference on Smart Destinations, UN raised 4 challenges and 4dlife is the only technology and methodology that allows to solve them.



33 WIPO MATCH - SUCCESS STORIES

How can 4dlife get them?

1. Smart Destinations: 4dlife is the unique technology that create the concept of Hypercitizen for Smart Cities based on people, companies and organizations above connecting things, nowadays, the only paradigm.

2. Resilience: for that is necessary to know in real time what happens in the city / territory.

3. Creative Destinations: offer in real time knowledge & inspiration for government, business, citizens and tourists.

4. The Potential of the Data: generate new products and services inspired and tested in real time.

Industry

There are disciplines such as Life Sciences that are vital to the development of humanity. Obviously, the 17 SDGs make it possible to expand the possibilities of industry, while at the same time being vital: clean water, protection of nature and connection with all peoples in order to discover new active principles and necessities. This would be a new paradigm that could be developed thanks to 4dlife. Life Science are becoming more and more complex and innovation should come from any place or person: we need to connect with AI: researchers, hospitals, patients,... Cognitive searches need context and have to reach researchers as proposals, in such a way that they can create disruptive innovations.

Tourism

For us, the tourist is anyone who comes to the city, lives in it or is planning to come. The idea is that we are all tourists and therefore we have to discover the territory continuously as our cities are alive.

The project consists of creating a new model of Smart City in which the person is the center. Supply and demand meet using Artificial Intelligence connecting people, interests, products, information, companies,

public services and City Councils in a single environment.

With 4dlife, the technological project consists of creating a new model based on the Web 4.0® of Smart Cities connected in the cloud that make up a Smart Region.

Thus, with 4dlife, we will have a new model of tourism, tailored to each one, which allows you to discover the city in a personalized way, direct communication channels, inspiration in real time for the tourist offer, generating new business opportunities in real time. Tourists are invited to discover those places that directly or indirectly are identified as interesting for artificial intelligence algorithms.

We create a two-way communication channel where the tourist can participate in the construction of the supply, and where the demand is inspired in real time. We make the trade grow so that the tourist or the resident can access a city based on their interests and these attract with Artificial Intelligence the commercial offer to their profile.

The right offer comes at the right time to all people enjoying experiencing the city in a personalized way.

It is about creating an information ecosystem where hypercitizens, companies, public organizations, culture, education, services and shopping, participate in a dynamic environment in which tourists discover a living territory and that adapts to them while inspiring cities to offer real time.

In this way, with these bases, we propose to transform our territories into knowledge, into a new environment that works for people.

4dlife is sensible to sustainable development goals and wants to contribute to bridge the digital divide between industrialize countries and developing world. That is the reason why 4dlife decide to make an offer to WIPO MATCH, because we believe that is on the line of our personal strategy. We don't forget why 4dlife was created: not only as a pure business model, also to make the world better.

APPENDIX

Bird's eye view of exemplary needs and matches accomplished at WIPO MATCH

A BIRD'S EYE VIEW OF EXEMPLARY NEEDS AND MATCHES ACCOMPLISHED AT WIPO MATCH



Figure 1: The collaboration between ARIPO and DGIP Indonesia is shown in the MATCH depicted above

A BIRD'S EYE VIEW OF EXEMPLARY NEEDS AND MATCHES ACCOMPLISHED AT WIPO MATCH

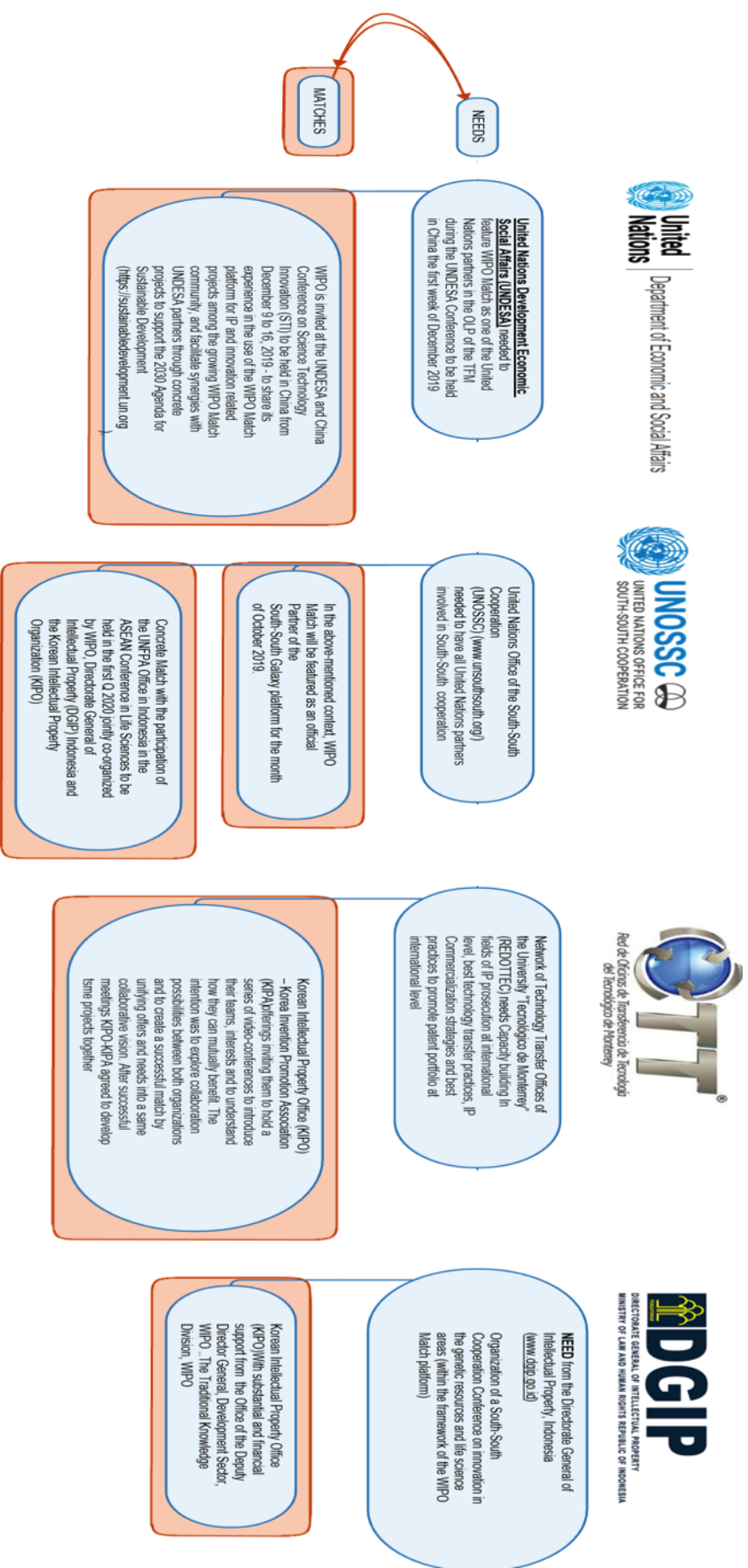


Figure 2: Successful collaborations initiated via the WIPO MATCH

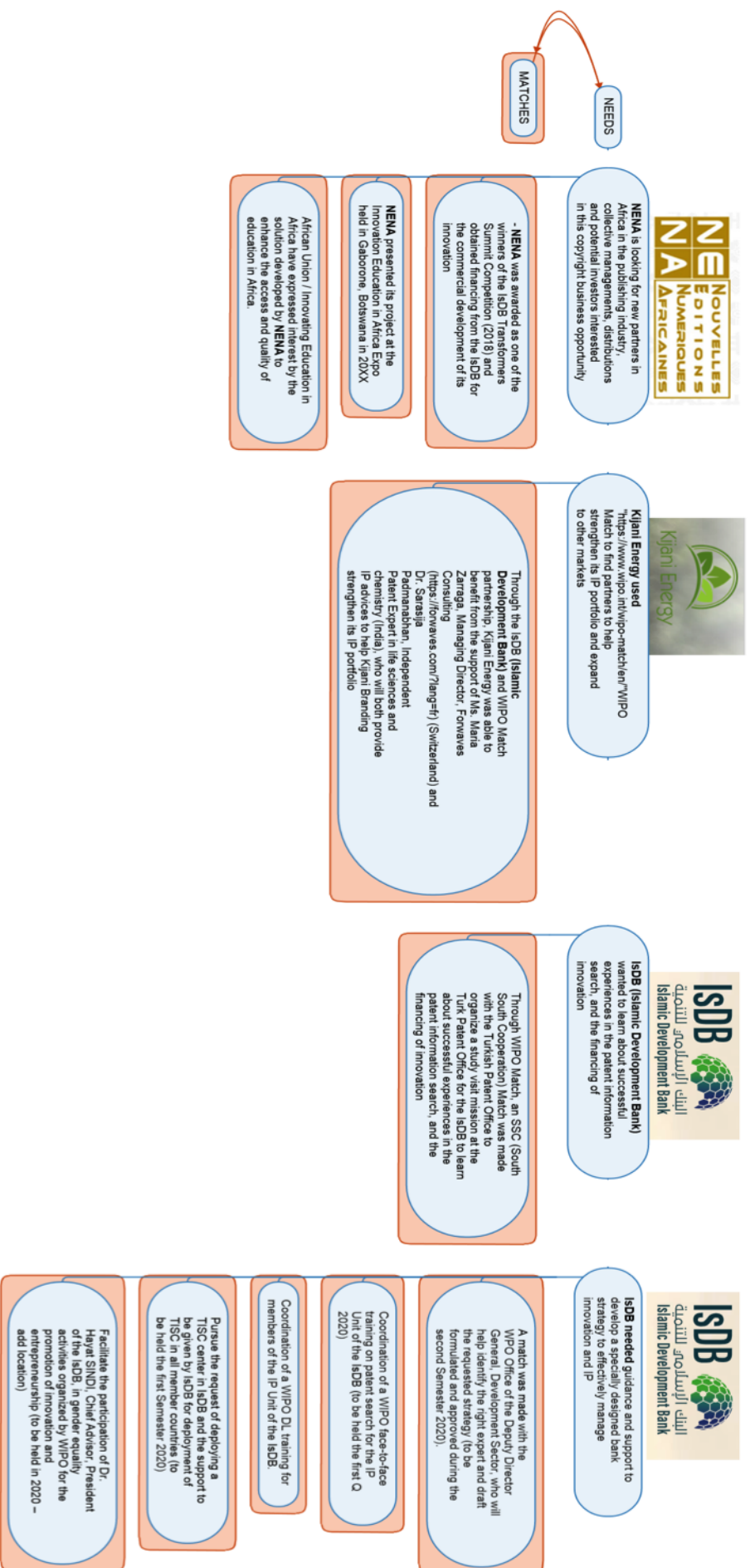


Figure 3: More successful collaborations