

Dr. Gjorgji Filipov

Geneva, April 14, 2008

Dear Dr. Skorpen,

Dear distinguished Delegates of the Member States of the Coordination Committee,

Dear Ladies and Gentlemen,

About a week ago I was sitting at my desk in the Macedonian Embassy in Berlin trying to find a teaser to start off with this presentation. But the longer and more intense I was thinking about the situation in the field of Intellectual Property as of today, I finally came to realize that this is really not the appropriate time or place to start a serious matter with a laugh.

As we are all very well aware of, there lay some serious challenges ahead. More and more attention is given to the divergent interpretation of the consequences of the protection originated from Intellectual Property Rights. At the same time WIPO and its organizational structures are under scrutiny.

For the better part of my life, I have been working in the thrilling environment of invention and development. I know the perception of an inventor as well as the academic angle of a scientist, I have experienced the necessities for the industry as a managing director as well as I learned about the specific requirements and views of administration when being trusted with the erection of the Macedonian State IP Protection Office or – latest working as a diplomat for my country. You can trust me in knowing all the advantages and difficulties of such an extensive bureaucratic structure like WIPO, as I was Chair of some of its committees and Unions assemblies.

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Nevertheless, let me make one point very clear: For me, as a versatile participant in this domain, WIPO is and will be **the** central and vital institution in the field of international IP. But it is also true, that to strengthen its efficiency we will have to tackle some important aspects within the near future.

WIPO will have to learn from its experiences in the past. Internal reforms can only work out if we are able to combine self-reflection and the experiences from reform processes in other UN Agencies. Since 1974 WIPO was able to obtain a vast experience of different approaches toward problems of modernization and development.

I consider it to be essential for WIPO to find its own way to handle challenges of our times.

We in Macedonia do have a saying which spirit might exactly meet the situation we are in as of today: "One shall not fill new milk in old jugs without a thorough cleaning". To meet the requirements of the upcoming years in the field of Intellectual Property we will have to strengthen the organizational basis of WIPO before. In the wake of my extensive experience as a manager, director and entrepreneur, I learned to cherish the effects of mind-mapping processes to discover improvement potential.

Therefore, I consider it essential to include - from very different angles - as much expert knowledge as possible. WIPO has plenty of human capacities, which we can use to set up an agenda for the key aspects in WIPO's internal and external transition. Strengthening WIPO's internal basis is a prerequisite of WIPO's external success.

This includes also a fair enough geographical representation of staff members in all areas, especially in key management positions. Such a measure would underline the importance of the input from the Member States, too.

Another key aspect for an efficient and modern reorganization is to tackle WIPO's organizational structure. At this time, WIPO works on the basis of a strictly hierarchical system. This is not state-of-the-art as we know it from the business world we all are so accustomed to. It is widely accepted, that an inverse pyramidal system combined with a flat matrix organization provides a much higher output than the old-fashioned system we have today.

Furthermore we will have to make WIPO transparent and relate to a high standard of moral and ethics, generally in business but also under an individualistic approach. Ban Ki-Moon requested in 2007 highest standards of integrity and ethical behavior. I fully agree with him in this regard and I am convinced as well that the employees of WIPO share this belief.

Making WIPO fit for the new century has to be our immediate goal to dispose of a valid tool for the substantial IP matters we have to tackle.

As you are all aware of, I do hold a professorship in Managing Intellectual Property at the Skopje University. About 10 years ago I developed a technique to determine technological trends. It is called MFS and is a powerful instrument for technology watching and data analyzing, a software system based on patent, industrial design and trademark applications in various classes within the International Patent Classification Systems.

I really do believe that this could be a creative and essential asset for the strategic economic development vision of WIPO member states.

To use these visions, especially to revitalize the norm-setting activities in WIPO, the Delphi Method might be a valid option. It is a step-by-step approach regarding the opinion from IP experts, as well as from the indigenous people to find a cooperative way to realize a model law, for example for the protection of Traditional Knowledge.

In the year 2000 the Member States of the United Nations agreed on the Millennium Declaration, setting up eight goals for a future global life in peace and mutual respect for all human beings. WIPO can contribute a substantial added-value towards the realization of these goals.

We do have divergent interests and qualms in the world of global IP. Let me give you an example of what I do have in mind:

On the one hand, today, plenty of LDCs are in a certain way scared about future strategies in the field of IP and the impact on their population. This concerns for example the question of the protection of their Intellectual Property, as well as high licensing prices for necessary technologies and other facilities regarding development and social welfare, if we think about medications or treatments.

On the other hand, those countries being on the strong inventors and implementers sides do have a vital interest in the protection and commercial use of their creative capacities. It is their due right to ask for an efficient system regulating and mediating these divergent interests.

I do have a vision for a kind of “social contract” providing the framework for an alignment of the various legitimate interests. This “Treaty on Licensing and Technology Transfer Procedures” would therefore have to be combined with a “Global Technology Monitoring System”.

Such a legal structure would have to be accompanied by an authority or institution to supervise the agreement. WIPO is a natural solution for such a body.

It is our common goal and central wish to restore the trust in WIPO's abilities to structure the field of global Intellectual Property, providing the platform for engaged mutual cooperation. WIPO is more than a trademark, WIPO is more than a brand, WIPO has to be **"the trustmark"** in future development.

If you look back on the history of mankind, you will come to realize that our intellect, our creativity and ability to innovation is what defines us as human beings. It is and was the basis of the development of societies all over the world. We are today in the lucky situation that we can combine our global knowledge to mutual success. So let us work together!

When I will be honored with the trust to be elected Director General of WIPO I see my role – as often in the past – mainly as a mediator harmonizing the interests of all stakeholders for a more effective and dynamic institution in the world of intellectual property. I will do everything in my capacity to promote WIPO as the respectable and strong organization that will respond to the challenges mentioned before. I am convinced that most obstacles we see today can be eliminated and the performance of WIPO can be brought back to efficiency and effectiveness.

Thank you for your attention and now I am pleased to answer your questions!