

Dr. Gjorgji Filipov

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Macedonian, English, German, Bulgarian,
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Professional Career

since 2005	Extraordinary and Plenipotentiary Ambassador of the Republic of Macedonia in Germany
since 1998	Professor of Industrial Property Management and of Management & Marketing in the Field of IT Sts. Cyril and Methodius University, Skopje
since 1999	Chairman of the Board of Directors Berin Intellectual Property Agency, Skopje
1993 – 1999	Founding Director General of the State Industrial Property Protection Office of the Republic of Macedonia, Skopje
1992 – 1993	CEO at Berin Marketing, Research and Development Company, Skopje

Memberships and Leading Positions in the Field of IP

since 2002	Member of the International Federation of Intellectual Property Attorneys (FICPI), Basel
2001 – 2005	President of the Union of Inventors and Authors of Technical Improvements of Macedonia, Skopje
2002 – 2004	Member of the Executive Committee of the International Federation of Inventors Associations (IFIA), Geneva
2001	Member of the Working Group for PCT Reforms, IFIA, Geneva
1994 – 2004	Invention, Research and Industrial Innovations, EUREKA, Brussels
1998 – 1999	Chairman of the Paris Union Executive Committee, WIPO, Geneva
1997	Chairman of the Assembly of the Locarno Union, WIPO, Geneva
1996	Chairman of the Assembly of the Nice Union, WIPO, Geneva

Reading the newspaper in the last weeks I recognized **tremendous discussion in the field of international IP**. More and more attention is given to the **divergent interpretation of the consequences of the protection** originated from IP rights. At the same time WIPO and its **organizational structures are under scrutiny**.

I do not believe that the situation is as devastating as it was hawked in the media. **For me WIPO is and will be the central and vital institution in the field of international IP**. Nevertheless, there are some important aspects which have to be addressed within the near future.

Promoting WIPO's global influence is one of the necessary tasks which lay ahead. To face the challenges of the 21st century, WIPO has to undergo some major reforms. **Strengthening WIPO's internal basis is a prerequisite of WIPO's external success**.

Using its excellent human resources and **bringing it back to efficiency and effectiveness** has to be one of the first priorities of the new Director General. I am thinking about specifically promoting and encouraging young experts in the field of IP. Another aspect is 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.

WIPO, being established in the early Seventies, is **still working under organizational conditions as almost forty years ago**. It is high time to bring it up to date, all the more as we in the IP world are proud of our innovative and future oriented way of thinking. WIPO has to find its **own appropriate way to reform**, profiting from its reflection and vast historical knowledge as well as from the experiences of other UN Agencies in similar situations.

When I will be honored with the trust to be elected Director General of WIPO I see my role – as so often in my professional past – mainly as a mediator **harmonizing the interests of all stakeholders** for a more effective and dynamic institution in the world of intellectual property.

Mediation is also important concerning another widely discussed problem of WIPO. Plenty commentators have pointed out, that it is crucial, to find a common way of procedure to **overcome the reform congestion and revitalize the necessary norm-setting activities**. Without a timely solution for this challenge, even small dissents of today can easily become tremendous obstacles of tomorrow.

As all of you know, there are already **tendencies from member states to find alternative ways of cooperation** to avoid the presumed obstacles as well on a bureaucratic as on a political level. Enhanced collaboration among single member states can provide singular progress in specific situations and might therefore be valuable as a nucleus for wider solutions, but one has to be very careful, not to exclude “the rest of the world”. Anyhow, it seems to me that a closer cooperation between the WIPO on the one hand and the EAPO, the ARIPO, the OAPI and the trias of EPO, JPO and USPTO on the other hand is recommendable, i.e. in the form of **mutual representation of the heads of the organizations in key meetings**.

Furthermore, a closer cooperation and alignment of programs and goals can provide fundamental **synergy effects**, especially considering the tight financial situation **of all International Organizations** on the one hand and the steadily increasing requirements of the thriving global society on the other. Therefore we will not only have to **harmonize the needs and interests of all stakeholders** to present a concise concept for the development of the organization and a clear strategic vision for WIPO member states, but also a way to **cooperate with** other International Organizations as i.e. **WTO, WHO, OECD or World Bank and IMF**.

We do have an undeniable **gap in global society**. This also finds its expression in the world of intellectual property. There are i.e. **divergent interests** concerning the use of medical patents or other intellectual property being necessary for the development of LDCs. But we had to recognize as well that the often neglected indigenous population has a **tremendous Traditional Knowledge** to provide for our modern societies. It is very important to find a **fair settlement to avoid fundamental mistrust**. Mutual respect among all human beings and a profound interest in even the weakest among them is our common responsibility.

Successful international cooperation can only function on a basis of mutual trust and understanding. WIPO has to and can become a “trustmark”.