

## Engaging in IP Management and Valuation: Unlocking Hidden Potentials



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Intellectual Property and Economic Development Division

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IP Management &  
Valuation,  
Roya Ghafele



Chart 2

### **EXECUTIVE SUMMARY**

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- WIPO believes that actively managed IP can substantially contribute to economic growth & the welfare of all peoples. WIPO plays a leading role in helping Member States to take full advantage of the IP system as a tool for economic, cultural & social development.
- Much IP still lies dormant and is not adequately managed, meaning that risks and uncertainties related to R&D are insufficiently addressed. The full potential of R&D remains therefore often unexploited.
- The challenge of IP valuation lies not so much in the arithmetic behind it, but in a general lack of awareness of the economic potential of IP.
- The Indonesian case example demonstrates how WIPO co-operated with local stakeholders to unlock the potential of the Indonesian natural medicine market. That study suggests that adequate market development strategies need to integrate the IP dimension.



## **AGENDA**

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### **WIPO's New Economic Agenda**

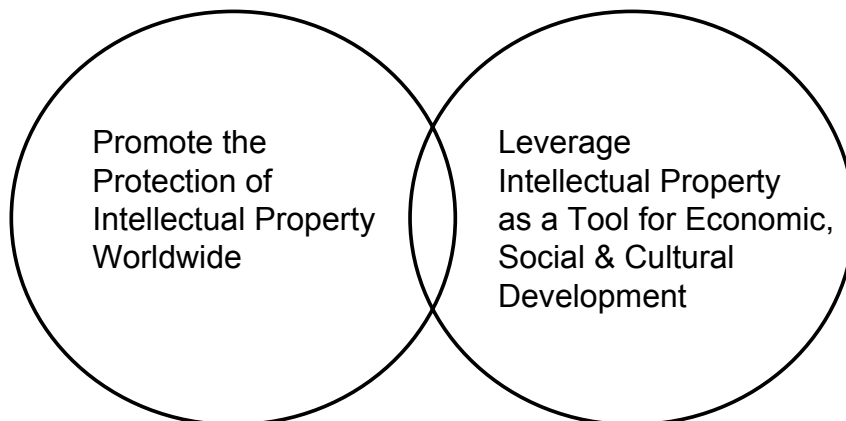
**A Need for IP Management**

**Indonesia: An Emerging Market Case Study**



## **WIPO's Mission**

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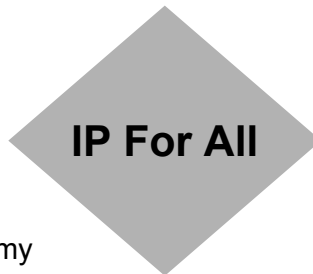


## How WIPO Promotes IP as a Means for Wealth Creation



**Demystification**  
WIPO wants to bring IP to the people

**Empowerment**  
WIPO attempts to help Member States to profit from the knowledge economy



**Collective Leadership**  
WIPO seeks to design jointly with Member States IP strategies for wealth creation

**Synergies**  
WIPO looks to reach out to the most diverse partners to foster sustainable development

## WIPO's Services for IP Based Growth



### Assist Member States

- Show how to leverage IP for economic development
- Undertake missions to assess the IP potential of countries
- Demonstrate the practical value added of IP

### Provide Advice to Member States

- Enable IP owners to become high performers
- Offer essential information to policy makers
- Support countries in IP policies

### Elaborate Toolkits

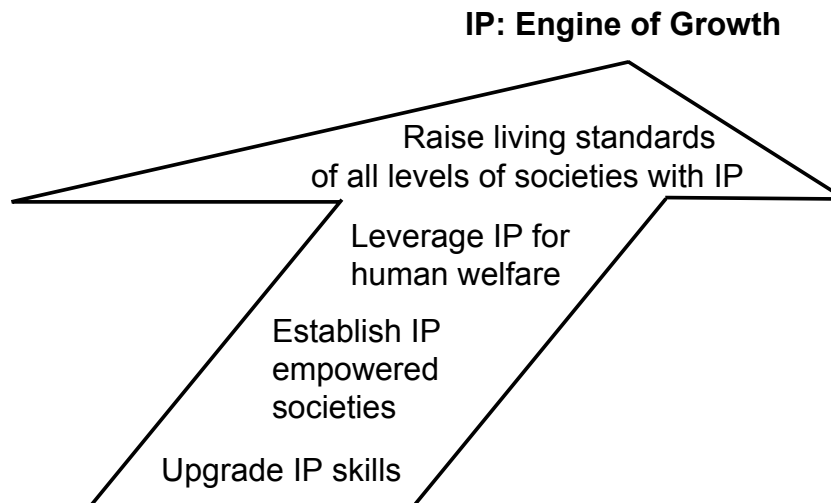
- Develop methodologies to use IP as a competitive tool
- Encourage inventors through awards
- Understand best practice IP management

### Promote Knowledge Sharing

- Disseminate success stories
- Organize conferences
- Provide IP training



## WIPO's Vision of the 21st Century



## AGENDA

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Chart 9

## Intellectual Property is key in R&D

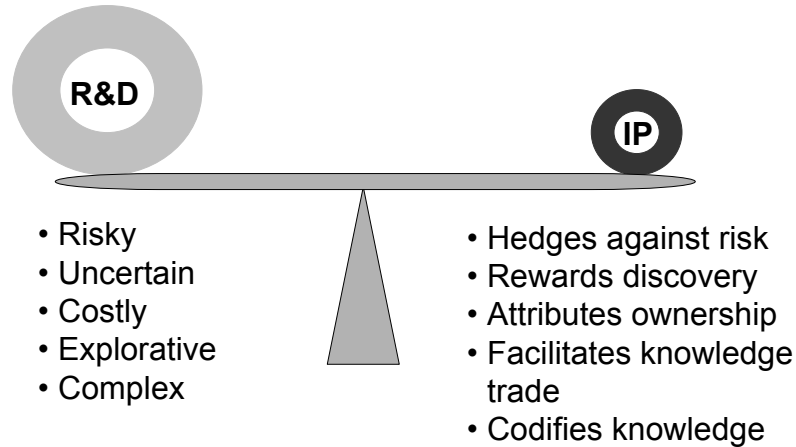
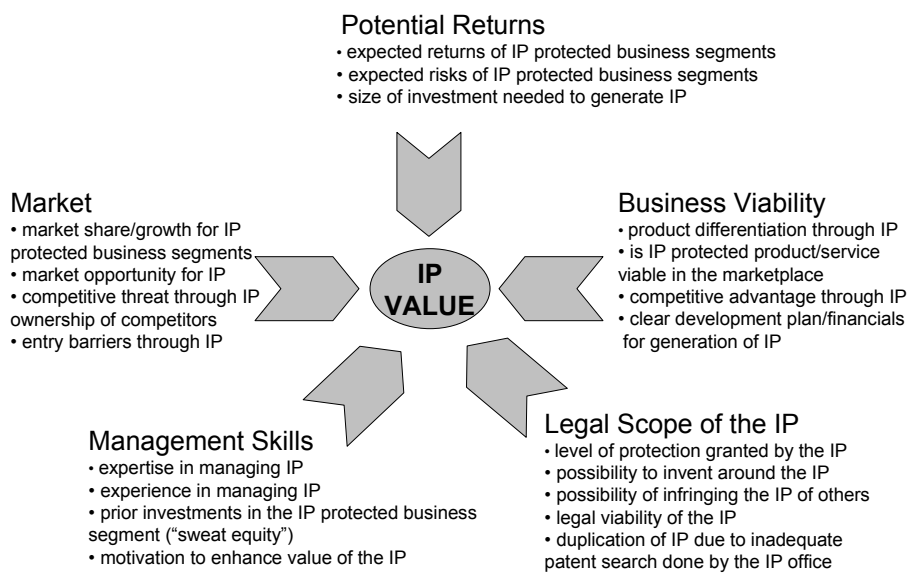


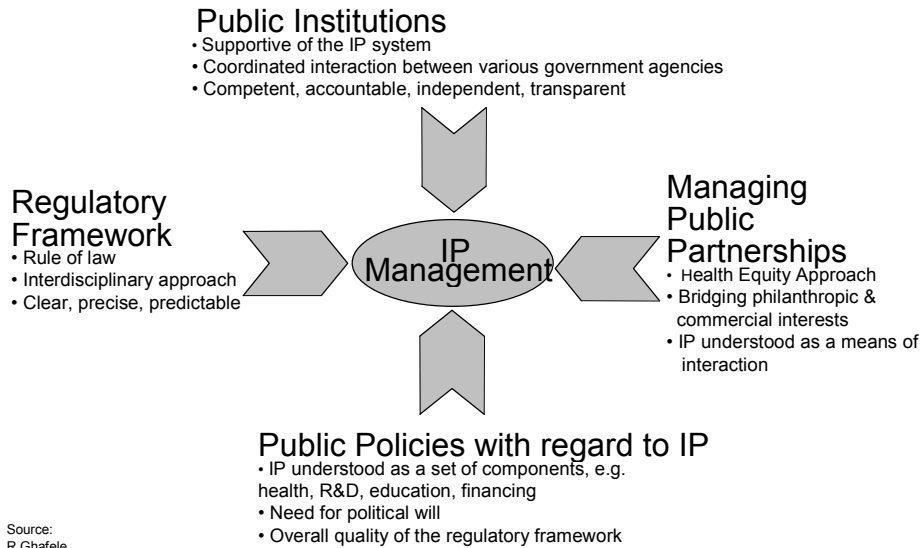
Chart 10

## IP valuation criteria





## Elements of IP Management



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Chart 12

## AGENDA

**WIPO's New Economic Agenda  
A Need for IP Management**

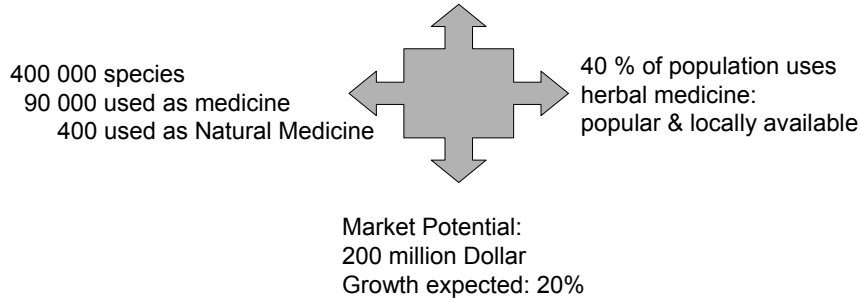
**Indonesia: An Emerging Market Case Study**



Chart 13

## Indonesia's Context in Natural Medicine

Vision: "To optimize the utilization of Indonesian Herbal Medicine for the maintenance & promotion of health of the community as well as to prevent & treat diseases"



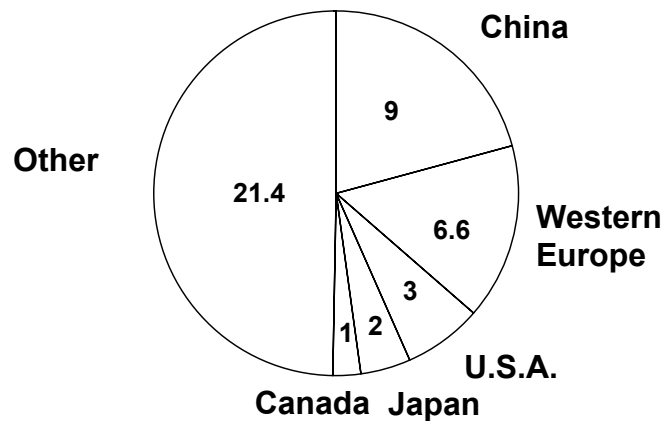
Source:  
Badan Pom Indonesia



Chart 14

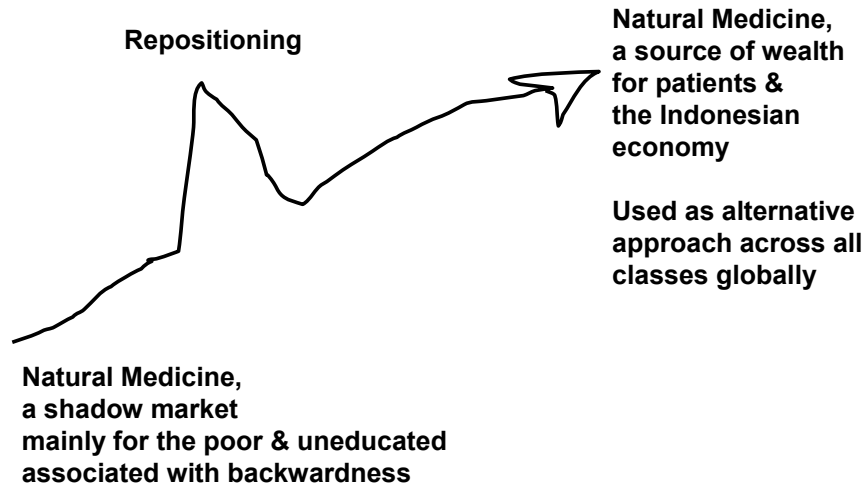
## Global Trend: Back to Nature

Estimated Total Market Size:  
43 Billion Dollar



Source:  
CBD Secretariat Report 2000

## Changing the Course: Unlocking Hidden Assets



## Addressing the Challenges



### Strategic Issues

- Lack of international alliances
- Lack of strategic licenses
- Lack of data on product/services quality, safety, efficacy
- Fragmented information
- Limited research
- Lack of IP protection in Herbal Medicine
- Low acceptance in conventional health care systems
- Lack of qualified practitioners

### Envisaged Solutions

- International Partnerships**
- Government Commitment**
- Clinical trials in Indonesia Standardization throughout the value chain**
- Quality control of independent institutions, clinical trials**
- Patents on new ingredients, isolations**
- Certification Marks guarantee product safety**
- Further training & R&D**