«Envisioned. Created. Protected.»

The SME-IP Project of the Swiss Federal Institute of Intellectual Property

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UNECE ToS IP, 5th Session
July 9, 2011
Geneva
Agenda

1. SME-Project Background
2. Study Phase and Conclusions
3. New Services ans SME-Specific Measures
4. Kick Off
1. SME-Project Background
1. Project Background

Swiss economic landscape

<table>
<thead>
<tr>
<th></th>
<th>World market oriented</th>
<th>Domestic market oriented</th>
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<tbody>
<tr>
<td><strong>Multi-nationals</strong></td>
<td>«Global players»</td>
<td>«Domestic market giants»</td>
</tr>
<tr>
<td></td>
<td>(e.g. UBS, Novartis, Swiss RE, Clariant, Roche, Swatch)</td>
<td>(e.g. SBB, Swisscom, Migros, Coop)</td>
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<td></td>
<td>Employment rate: 8.6 %</td>
<td>Employment rate: 23.6 %</td>
</tr>
<tr>
<td><strong>SMEs</strong></td>
<td>«Highly specialised, export-oriented SMEs»</td>
<td>«Domestic market SMEs»</td>
</tr>
<tr>
<td></td>
<td>(e.g. Biotechnology, Machine Construction, Textile Industry, Medical Devices, Watches)</td>
<td>(e.g. Construction, Craft, Counselling, Therapy, Gastronomy, Power Stations)</td>
</tr>
<tr>
<td></td>
<td>Employment rate: 6.9 %</td>
<td>Employment rate: 60.9 %</td>
</tr>
</tbody>
</table>

Source: Held & Wagschal (2002)
1. Project Background

- SME-IP launched in March 2007

- Project goals
  - Evaluation of the use of IPR by SMEs
  - Raise awareness of IP
  - Information und sensitization of «ignorant» SMEs
  - Improvement of existing support services
  - Development of new, customer-oriented services
2. Study Phase and Conclusions

https://sme.ipi.ch/en/introduction/the-sme-ip-project.html
2.1 Three Studies commissioned by the IPI

- **Benchmarking Study** (KMU Forschung Austria)

  Goal:
  - Evaluation of support services for SMEs in the field of IP
  - Elaboration of *elements of good practice*

  Input:
  - Study on 20 publicly financed services for SMEs
  - Interviews with experts and SMEs
2.1 Three Studies commissioned by the IPI

- **Benchmarking Study** (KMU Forschung Austria)

Results:

- Same type of challenges as our EU counterparts
- Only small number SME specific services
- On average level of Swiss services on ore above EU level
- Nevertheless, need for action:
  - Enhance visibility of the services for SMEs
  - Improve cooperation with other IPR service providers
2.1 Three Studies commissioned by the IPI

- **Economic Focus Study** (EPFL/HSG)

  **Goal:**
  - How, why and to what extend do SMEs use IP?

  **Input:**
  - Data derived from two preliminary studies
  - Patent data from PATSTAT
2.1 Three Studies commissioned by the IPI

- **Economic Focus Study** (EPFL/HSG)

**Results:**

**Main reasons to apply for a Patent in %**

- Protection from competition: 91.9%
- Piracy: 58.4%
- Contract Negotiations: 44.1%
- Publicity: 28.0%
- Finance: 13.7%

**Main reasons to apply for a Trademark in %**

- Protection from competition: 67.2%
- Piracy: 23.5%
- Contract Negotiations: 22.2%
- Publicity: 42.0%
- Finance: 2.8%

Source: Swiss Federal Institute of Intellectual Property (IPI) Switzerland 2007
2.1 Three Studies commissioned by the IPI

- **Case Studies** *(ETHZ/HSG)*

  **Goal:**
  - How do Swiss SMEs use their IP, or rather why do they not protect it?

  **Input:**
  - Cluster building of different (non-)user-profiles from the Economic Focus Study
  - Data derived by the preliminary study
  - Interviewing of 24 SMEs from different parts of Switzerland
2.1 Three Studies commissioned by the IPI

- **Case Studies** *(ETHZ/HSG)*

Results:
- 24 Case Studies
- Three Categories:

<table>
<thead>
<tr>
<th>IP Ignorants</th>
<th>IP Effectives</th>
<th>IP Perfectionists</th>
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</thead>
<tbody>
<tr>
<td><img src="image1.png" alt="Nickal Fabrique de Ferrements-Beschlagfabrik" /></td>
<td><img src="image2.png" alt="Prionics" /></td>
<td><img src="image3.png" alt="Zumbach" /></td>
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</table>
2.2 Conclusions

- 2/3 of Swiss SMEs do not use IPR!
- Existing services in Switzerland score well to above-average compared to EU-level
- The needs of Swiss SMEs are heterogenous
- Information level of SMEs partly insufficient
- IPI and its services are not «visible» enough to Swiss SMEs
2.3 Action Areas

- Raising awareness of IP with SMEs
- Enhancing visibility of IPI and its services
- Improvement of information and training
- Improvement of existing and creation of new support services
3. New Services and SME-Specific Measures
3. New Services and Measures

- Communication / information
  - IPI Contact Centre
    +41 (0)31 377 77 77
  - New information material
3. New Services and Measures

- Communication / information
  - New SME web portal sme.ipi.ch
3. New Services and Measures

- New and optimized support services
  - IP Advisory Network for initial consultation
    - Public-private partnership between the IPI and three patent attorney associations
    - 45 min. consultation free of charge
    - Completes information from the Contact Centre

www.ipi.ch/ip-net
3. New Services and Measures

- New and optimized support services

  • Optimization of Assisted Patent Searches
    - Basic information on other IPR if touched upon
    - Better integration in the innovation process

  • Strengthened cooperation with other «players» in the innovation system
    - Confederation’s Innovation Promotion Agency CTI
    - Swiss National Science Foundation SNSF
3. New Services and Measures

- Training
  - Modular structure for different needs
  - Online testing tool at [www.ipi.ch/inno-guide](http://www.ipi.ch/inno-guide)
  - Contact Persons at universities
  - Chambers of Commerce and business associations as new target group = dissemination of information through intermediaries
4. Kick Off
4. Kick Off

Kick off on August 23, 2010:

- Press conference with Federal Councillor
- Information event for SME-intermediaries at IPI
For more information…

- www.ipi.ch/sme-ip
- sme.ipi.ch

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