



**Asia-Pacific
Economic Cooperation**

2010/IPEG31/021

Agenda Item: 2b

APEC One Village One Brand Seminar – Final Report

Purpose: Information
Submitted by: Korea



**31st Intellectual Property Rights Experts'
Group Meeting
Sendai, Japan
7-8 September 2010**



KOREAN INTELLECTUAL PROPERTY OFFICE


APEC One Village One Brand Seminar -Final report-

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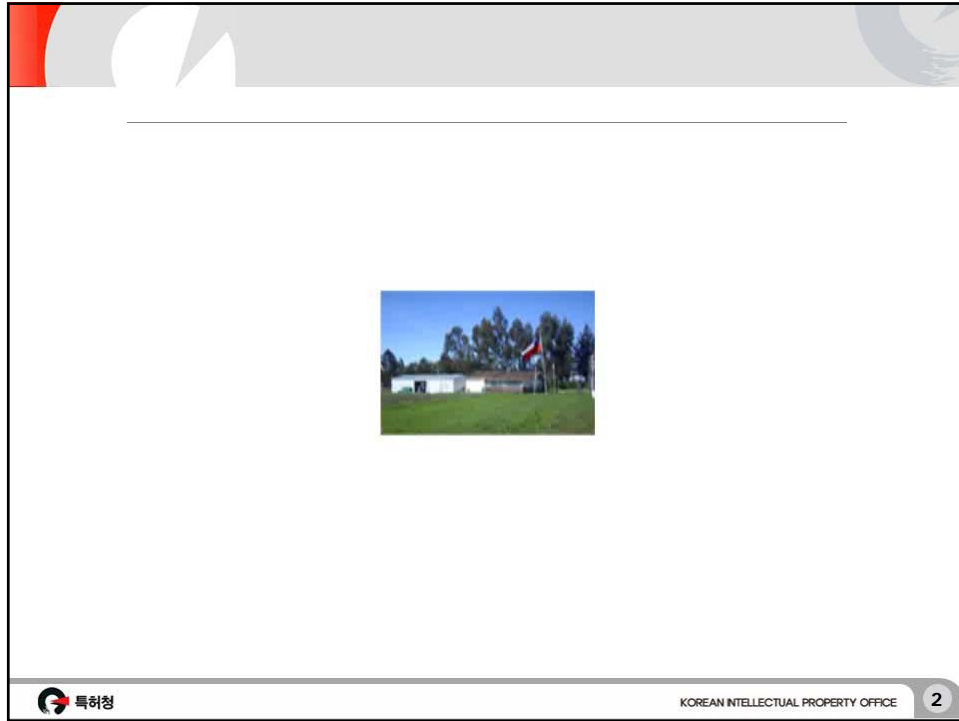



Outline

Title	One Village One Brand Seminar (CTI 12/2009A) Sheraton Grande Walkerhill, Seoul, Korea June 23-25, 2010
Participants	IPR-related personnel in all APEC member economies <ul style="list-style-type: none"> • Government officials, producers in the APEC region including Chile, China, Indonesia, Japan, Korea, Malaysia, Mexico, Peru, Philippines, Russia, Chinese Taipei, Thailand, the United States, and Vietnam • Representatives of various international organizations including INTA, ORIGIN, TFO, UNDP, WIPO, and WTO. • Other relevant IP experts
Program	<ol style="list-style-type: none"> 1. Session Presentation, Case study, Panel discussion, Roundtable discussion 2. Exhibition Exhibition of well-branded local products of member economies 3. Design Seoul City Tour Experience the Design Seoul projects

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Program

Date	Topics and activities
June 23	<ul style="list-style-type: none"> • Opening Session • Session 1 : Effective Branding and its Contribution to Local Economic Development • Session 2 : Comparative Outline of IPR Tools - Trademarks, Certification Marks, Collective Marks, Geographical Indications • Session 3 : Case Studies of APEC Economies on Branding for Local Products
	<ul style="list-style-type: none"> • Session 4 : Methodologies of Developing and Implementing Brand Strategies for Local Products • Session 5 : Industry Perspective: Branding Needs and Concerns • Session 6 : Supportive Framework for Branding and the Use of IPRs for Local Products • Study Visit : Design Seoul City Tour
	<ul style="list-style-type: none"> • Session 7 : International Development Assistance in the Use of Intellectual Property
June 25	<ul style="list-style-type: none"> • Session 8 : APEC Cooperation for the Branding of Local Products in Developing Economies • Closing Ceremony

Key Outcomes of Roundtable Discussion

APEC Cooperation for the Branding of Local Products in Developing Economies

How to pursue collective actions in the field of IP under the APEC umbrella

Group A

- **3 main goals for branding**
 - Creating brand**
 - Promoting brand**
 - Protecting brand**
- Raise awareness of IP tools
 - In order to reach the goals for branding
- Support from local institutions to achieve the goals for branding

Group B

- **Database** to share the experiences
- **Government support**
- **Funds from organization and government**
- **Certifications for products**

Group C

- local awareness among producers
- Learning from sharing experiences in the APEC environment
- **APEC toolkit**
- Educational programs at regional and national levels
- **Technical assistance and mentoring**
- Expansion of the Madrid Protocol within APEC economies

Next step

- **Developing ideas from OVOB**
- **New project proposal**
- **Practical assistance for developing economies by IPR tools**

Thank you very much!

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