

# Open innovation and regional capacity building



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As a strategy for the future, we are striving to create a more IP-intensive society. Accordingly, we offer various support policies for SMEs; we run a Campus Patent Strategy Universiade to encourage industry and academia to collaborate in open innovation; and we host the Korea International Women's Invention Exposition to expand opportunities for promoting the ideas of women inventors.



# Campus Patent Strategy Universiade

Each year since 2008, we have been collaborating with the National Academy of Engineering of Korea in holding a Campus Patent Strategy Universiade. We manage the event, while companies prepare questions, conduct screening, and provide prize money. With the help of their advisors, graduate and undergraduate students provide solutions to various problems posed by the companies. The Universiade is tremendously popular program that involves the cooperation of industry, academia, and the government. The aim of the program is to provide companies with creative and practical ideas and to help students understand how theories can be applied to the real world.

In 2008, 21 companies and 68 universities participated in the Universiade. This year there were 43 companies and 97 universities, reflecting the event's emergence as a leading open innovation program. Around 450 participants attended the awards ceremony of the 2009 Campus Patent Strategy Universiade on November 26, 2009. Among the participants were about 130 dignitaries, such as university presidents and CEOs. They expressed their wishes for the further development of the Universiade.

I Campus Patent Strategy Universiade



I Awards ceremony



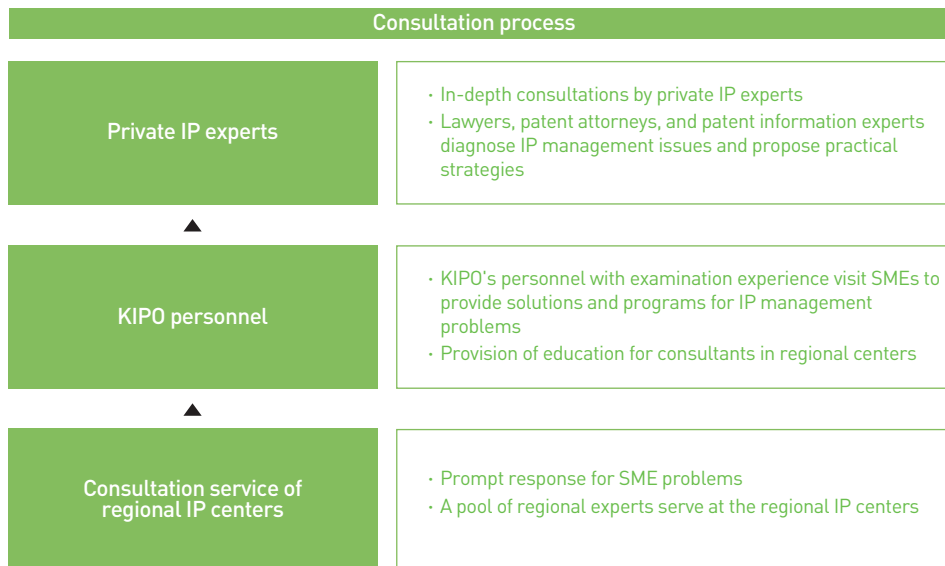
# IP consultations for SMEs

## Consultation service

We have been conducting consultation services for SMEs for many years. Some consultations involve the dispatch of KIPO staff to SMEs; others are conducted by consultants at regional IP centers.

Since 2009, we have strengthened our consultation services by dispatching IP experts from the private sector, including lawyers and patent attorneys. They provide in-depth consultations on IP management for SMEs with outstanding technologies and capabilities.

SMEs now benefit from the customized consultations of the three groups of consultants.



## Educational programs

In 2010, we encouraged Hongik University and the Korea Advanced Institute of Science and Technology to open a Master of Intellectual Property Course to systematize the cultivation of IP experts for SMEs.

We also ran educational programs in 2009 for the IP staff of 10 SMEs to cultivate specialists in the area of international intellectual property. In 2010, we plan to open a course for the IP staff of 15 SMEs. In addition, 267 SME staff benefited from our IP job training program in 2009 and another 200 will be able to register for the same program in 2010.

# Capacity building for local governments

## Nationwide IP presentations

Since January 2009, we have held 15 IP presentations in various parts of the country. These events enabled us to listen to the real problems of the workplace, and we subsequently identified approximately 50 concerns that led to policy improvement.

More than 1,800 SME CEOs and executives, as well as public officials from local governments, participated in the 15 presentations to broaden their knowledge of IP management. As a result of the presentations, the Gangwon Province expressed a willingness to establish an IP department. An IP Promotion Ordinance was also enacted and proclaimed in Daegu (April 20, 2009), Ulsan (May 7, 2009), North Chungcheong Province (June 5, 2009), South Chungcheong Province (December 30, 2009), and South Gyeongsang Province (December 31, 2009). Furthermore, the Incheon Metropolitan City took its existing IP Promotion Ordinance a step further by forming a special IP committee (to be chaired by the deputy mayor).

I IP presentation for SMEs  
I Intellectual Property Strategy Forum



## IP strategy forums for local governments

Korea's IP vision and implementation strategy, which was established in 2009 through the collaborative efforts of the private and public sectors, was recently made part of the national agenda. In 2010, we also held forums on IP strategy for six local governments to support the establishment of regional measures for promoting IP. The participants included the KIPO commissioner, heads of local governments, members of the national assembly, university deans, and local business people. The six local governments were Busan Metropolitan City (January 29), North Chungcheong Province (February 4), Gangwon Province (February 9), Incheon Metropolitan City (February 19), Gwangju Metropolitan City (February 22) and Daegu Metropolitan City (February 25).

At the IP strategy forums, the local governments analyzed the status of IP applications and registrations as well as the industrial status of their regions; they also formulated their own IP



visions and strategies and deepened their awareness of the IP system. As a result of the forums, Busan and Incheon are pushing ahead with the establishment of IPR departments; Busan, Gwangju, and Gangwon Province are planning to enact an IP Promotion Ordinance; and Busan, Daegu, and Incheon decided to support their traditional industries in the creation of brands and designs. In short, the forums helped revitalize the IP infrastructure and policies of local governments.

### Model IP cities

Since 2009 a number of cities have been designated as model IP cities for the purpose of regional development. The designation of model IP cities enhances IP awareness and improves the competitiveness of SMEs. Furthermore, the designated local governments provide relevant information for strategic industries, promote technology transfers to vitalize the regional economy, and foster public awareness of IP. The sole designee in 2009 was Nam-gu in Gwangju Metropolitan City. In 2010, the designees included Wonju in Gangwon Province, Andong in North Gyeongsang Province, Jecheon in North Chungcheong Province, Nam-gu in Gwangju Metropolitan City, and Dalseo-gu in Daegu Metropolitan City.

Nam-gu of Gwangju Metropolitan City, which was designated as a model IP city in 2009, continues to use IP to promote regional economic development. In particular, it has promoted inventive ideas and IPRs through a campaign called One Person, One Patent. The campaign elicited 1200 inventive ideas, three of which were successfully commercialized, including a music bench and a light-emitting crosswalk device. Those inventions have collectively generated around KRW50 million in royalties. The campaign is expected to contribute significantly to the creation and utilization of IP in the region and to generate tremendous synergistic effects in economic development, such as creating employment.

IP consultation for local governments and SMEs



## Korea International Women's Invention Exposition

To celebrate the annual Invention Month in May, we joined forces with WIPO and the Korea Women Inventors Association to host the 2010 Korea International Women's Invention Exposition from May 6 to May 9. Now in its third year, the exposition enjoyed the participation of more than 450 female inventors from 30 countries. About 70,000 people visited the exposition.

A total of 110 domestic inventions and 130 international inventions were on display at the exposition. Many of the inventions had a unique female perspective and most were related to everyday life. The award-winning inventions included a do-it-yourself lever lock, an elastic heat-generating mattress, and a red ginseng maker with far-infrared radiation. International participants submitted a variety of inventions, such as an earthquake evacuation desk and banana noodles.

The purpose of the exposition was to foster cooperation among women inventors from around the world, to facilitate information exchange among business people, and to expand opportunities for promoting the ideas of women inventors. The Korea International Women's Invention Exposition, which is held in conjunction with the Korea Women's Invention Fair and the Korea International Women's Invention Forum, is emerging as the largest festival of its kind in the world.

I Korea international women's invention exposition



