

Framework of the Draft National IP Strategy (Cambodia)

- ❖ 04 Objectives
- ❖ 41 Initiatives including 4 Special Initiatives
- ❖ Unknown Quantity of Projects/Activities

Objective 1: 10 Initiatives				
Improve the capability and capacity within the Cambodian economy to provide and use intellectual property services to support Cambodia's economic development.				
Sectors	Initiatives		Primary/Joint Implementing Ministries	Timing
Agriculture	1-	Develop targeted industry education and support programmes for the agricultural sector to strategically use the intellectual property system.	MAFF, MoC, MoCFA, MIME	Short to medium term
Culture	2-	Examine the use of certification and collective marks to protect cultural identity and values associated with traditional cultural expressions.	MoT, MoC	Short to medium term
Education & Training	3-	Extend interdisciplinary intellectual property education to science and engineering faculties in tertiary institutions such as the Institute of Technology of Cambodia.	MoEYS	Medium term
	4-	Introduce into the curriculum of selected schools concepts of innovation and the use of intellectual property system and expand progressively to other schools.	MoEYS, MoC, MoCFA, MIME	Medium to longer term
Health	5-	Monitor the availability of innovative drugs for key diseases such as malaria and TB and be prepared to adjust intellectual property policy and	MoH , MIME	Medium to longer term

		regulatory settings to improve access.		
	6-	Establish strong industry-Government links to manage the implementation of the Doha arrangements for compulsory licensing.	MoH , MIME	Medium term
Industry & Commerce	7-	Develop industry support programmes which improve intellectual property skills and understanding in business advisory networks.	MoC, MoCFA, MIME	Short to medium term
Tourism	8-	Develop a strategic approach to the branding of Cambodia as a tourist destination including vigorous protection of the brand in key markets.	MoT, MoC, MoCFA	Short term
	9-	Investigate the use of certification and collective marks to support the development of quality standards by tourism industry associations.	MoT, MoC	Short term
	10-	Regulate and protect from misuse and misappropriation the commercial uses of the images of the Angkor Archaeological Park.	MoT, MoCFA, APSARA	Short term

Objective 2: 10 Initiatives

Improve the capability and capacity within the Cambodian Government to deliver intellectual property policy and services to support Cambodia's agricultural, commercial, industrial and cultural sectors and the tourism industry.

Sectors	Initiatives		Primary/Joint Implementing Ministries	Timing
Agriculture	1-	Increase resources and develop targeted training for intellectual property agencies to provide strategic assistance to the agricultural sector to better use the intellectual property system.	MAFF, MoC, MoCFA, MIME	Short to medium term
	2-	Implement training to improve the capacity and capability of agencies responsible for intellectual property	MAFF, MoC, MIME and enforcement	Medium to longer

		enforcement to develop and implement more targeted enforcement in key sectors such as agriculture.	agencies,	term
Culture	3-	Increase resources and develop targeted training for intellectual property agencies to provide strategic assistance to the cultural sector to better use the intellectual property system.	MoC, MoCFA, MIME	Short to medium term
	4-	Implement training of enforcement authorities to work with the custodians of traditional cultural expressions to actively manage and pursue enforcement of their rights against third parties who counterfeit their products.	MoCFA, MoC, and enforcement agencies	Medium to longer term
Education & Training	5-	Undertake a study to learn how other countries have used intellectual property education to nurture creativity within the education system.	MoEYS, MoC, MoCFA, MIME	Medium term
Health	6-	Implement the strategic development of patent examination skills to assist local industry identify patentable innovation, particularly in areas such as pharmaceuticals and the use of traditional medicines.	MIME	Medium term
Industry & Commerce	7-	Increase resources and develop targeted training for intellectual property agencies to provide strategic assistance to the SME sector to better use the intellectual property system.	MoC, MoCFA, MIME	Short to medium term
Tourism	8-	Increase resources and develop targeted training for intellectual property agencies to provide strategic assistance to the tourism sector to better use the intellectual property system.	MoT, MoC, MoCFA, MIME	Short to medium term

	9-	Implement training to improve the capacity and capability of agencies responsible for intellectual property enforcement to develop and implement more targeted enforcement in key sectors such as tourism.	MoT, MoC, MoCFA and enforcement agencies	Medium to longer term
	10-	Develop a plan to reduce the number of agencies with responsibility for intellectual property policy and administration to reduce the co-ordination burden and free up capacity to develop and implement strategic intellectual policy in key industry sectors such as tourism.	NCIPR	Short to medium term
Special Initiative I		Invest in the creation of policy development and policy implementation skills within an improved intellectual property agency arrangement.	NCIPR	Medium to longer term
Special Initiative II		Increase resources within the Department of IP and the Department of IPRs to improve processing of industrial property applications	MIME, MoC	Short to medium term
<u>Objective 3: 7 Initiatives</u>				
Improve awareness and understanding within the broader population of the economic role of intellectual property to support the increasing use of the intellectual property system by Cambodian businesses.				
Sectors	Initiatives		Primary/Joint Implementing Ministries	Timing
Agriculture	1-	Develop an awareness programme for the agricultural sector to target producers to help them understand how branding, packaging and labelling will benefit the selling of their produce.	MAFF, MoC, MoCFA, MIME	Medium term
	2-	Design enforcement strategies to improve the confidence of consumers in the reliability of branding and labelling of local produce.	MAFF, MoC, MoCFA, MIME and enforcement agencies	Medium term

Culture	3-	Provide training and awareness raising in the cultural sector which integrates intellectual property advice with cultural support activities, including integrating current plans to create cultural product labels with collective and certification marks.	MoCFA, MoC,	Medium term
Education & Training	4-	Include intellectual property education in the curriculum for science and business students to improve the awareness of graduates about how the intellectual property system is an important developmental tool.	MoEYS	Medium term
Health	5-	Implement a targeted awareness campaign aimed at health workers to improve understanding about how the intellectual property system supports medical innovation.	MoH, MoC, MoCFA, MIME	Medium term
Industry & Commerce	6-	Design and implement a programme to assist promising SMEs assess the strengths and weaknesses of their existing intellectual property portfolios and their management.	MoC, MoCFA, MIME	Medium term
Tourism	7-	Design and implement well targeted awareness campaigns for suppliers of tourism services about the benefits of branding, labelling and quality certification.	MoT, MoC, MoCFA, MIME	Medium term

Objective 4: 10 Initiatives

Develop and maintain Cambodia's intellectual property legislation with international standards to meet Cambodia's economic and social needs.

Sectors	Initiatives		Primary/Joint Implementing Ministries	Timing
Agriculture	1-	Undertake a review of intellectual property legislation to identify where improvements, consistent with international standards, could be implemented to benefit key sectors such as agriculture.	MoC, MoCFA, MIME	Medium term

Culture	2-	Undertake a review of intellectual property legislation to identify where improvements, consistent with international standards, could be implemented to benefit key sectors such as cultural industries.	MoC, MoCFA, MIME	Medium term
	3-	Undertake a review to decide whether Cambodia should join the WPPT to provide protection for cultural performances and recordings.	MoCFA	Medium term
	4-	Undertake a review of the trademarks law to decide whether the registration of indigenous names and symbols by non –indigenous applicants should be allowed and whether the introduction of certification marks would assist protection in the cultural sector	MoCFA, MoC	Medium term
Education & Training	5-	Establish mechanisms for more collaboration between the universities and the private sector in the area of joint research and developing solutions to technical issues.	MoEYS	Medium to longer term
	6-	Undertake a detailed review of the Copyright Act to ensure that all flexibilities that allow access to information and knowledge for educational purposes are fully catered for.	MoEYS, MoCFA	Medium term
Health	7-	Undertake a review of current arrangements for the protection and quality assurance of traditional medicine and traditional healers with a view to ensuring improved health outcomes and to align current policy and regulatory frameworks with emerging international norms	MoH	Short to medium term
Industry & Commerce	8-	Undertake a review of intellectual property legislation to identify where improvements, consistent with international standards, could be implemented to benefit key	MoC, MoCFA, MIME	Medium term

