



MEDIA RELEASE

Bob Baldwin, MP

Parliamentary Secretary to the Minister for Industry, Tourism and Resources

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AUSTRALIA BUILDING STRONGER IP IN THE ASIA-PACIFIC

An agreement signed at the Trading Ideas Symposium in Sydney will further boost Australian exports to Thailand and throughout APEC, according to Bob Baldwin, Parliamentary Secretary to the Minister for Industry, Tourism and Resources.

"Australian exporters really benefit if our main trading partners have a strong and robust intellectual property (IP) system. There are many pitfalls exporters need to be aware of when taking their product or service overseas, so if we can reduce their IP risks our exporters have a greater chance of success," Mr Baldwin said.

"This agreement also highlights the close relationship between Australia and major IP offices around the APEC region such as Thailand, and reflects IP Australia's commitment to strengthening the IP system of countries within the Asia-Pacific."

Under the agreement between IP Australia, Australia's intellectual property agency and Thailand's Department of Intellectual Property (DIP), IP Australia will deliver a range of capacity building and service initiatives to assist IP regulators, business people and students in Thailand.

The action plan will cover a range of areas such as:

- An exchange of information to assist the DIP develop an IP library;
- A program of public education targeting SMEs and universities;
- Strategies for the effective management of the DIP;
- Assistance with PCT and Madrid Protocol implementation; and
- The provision of patent search services on behalf of the DIP.

"Australia is again demonstrating its leadership in the area of IP rights with this agreement as the action plan will strengthen skills and increase Thailand's capacity to administer its growing intellectual property rights system," Mr Baldwin said.

"These initiatives have the capacity to significantly change the IP landscape in the APEC region. It's a reason IP Australia undertakes regional capacity-building programs and contributes to co-funded initiatives with APEC and ASEAN. For example, IP Australia is working to assist Chile, Mexico, Thailand and Vietnam develop their IP public education programs."

For more information on IP Australia's international assistance program visit:
www.ipaustralia.gov.au/resources/interational_index.shtml. CMR07-018

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