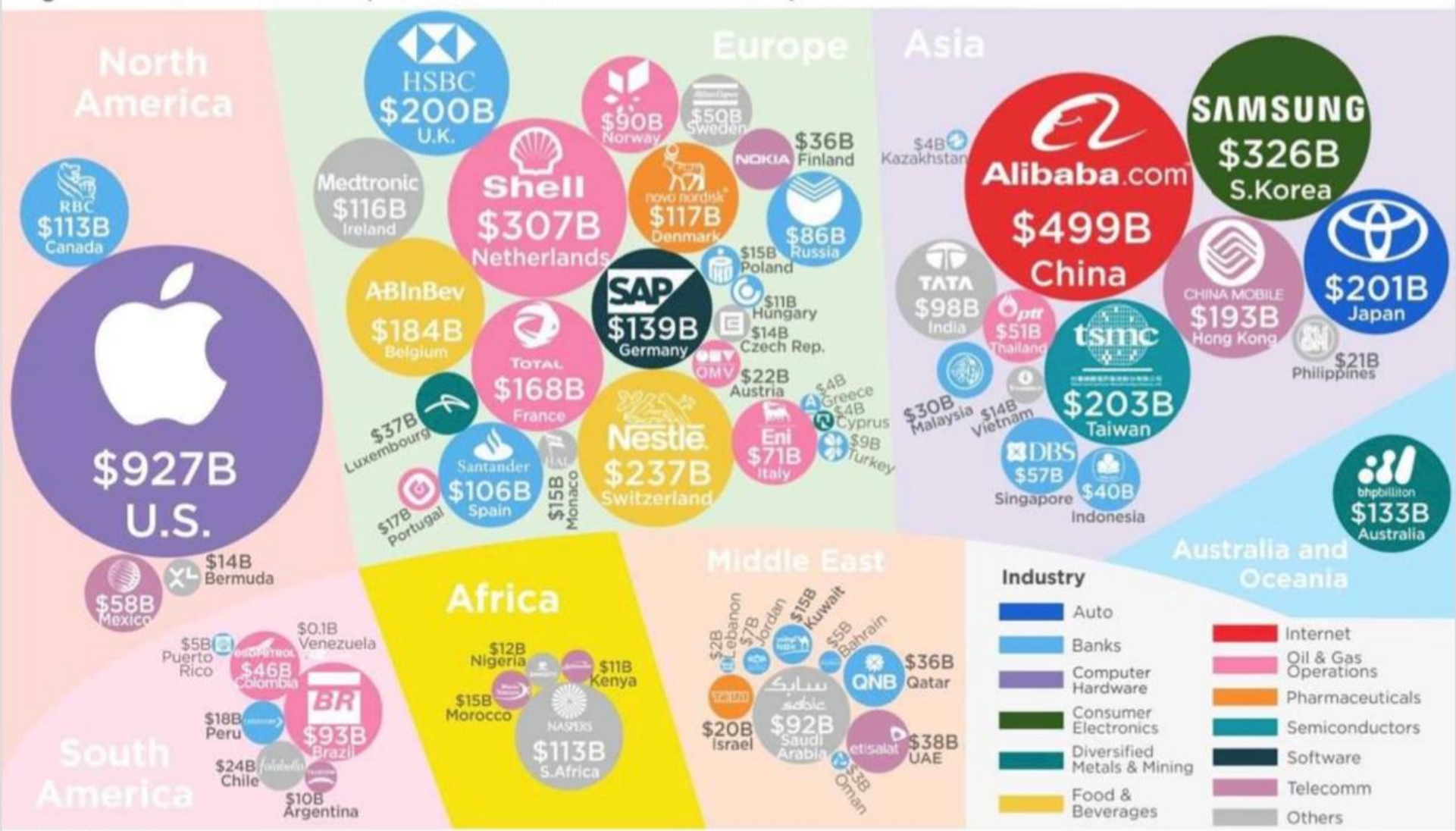


“It always seems  
impossible until  
it’s done.”

- Nelson Mandela  
1918-2013

# The World's Largest Public Companies 2018

## By Market Value (in Billions of Dollars)



Article & Sources:  
<https://howmuch.net/articles/worlds-largest-public-companies-2018>  
<https://www.forbes.com>

# Brand Value (in billions of \$)



Article & Sources:  
<https://howmuch.net/articles/top-100-most-valuable-brands-2018>  
<https://www.forbes.com/>

# BENEFITS OF WIPO MATCH

*Leveraging IP for Development*

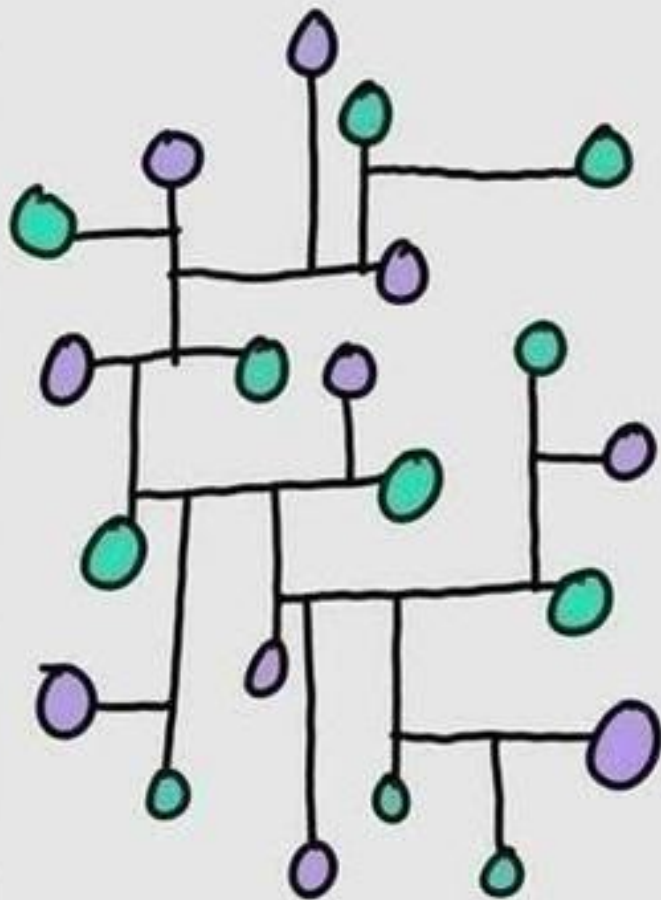
[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)



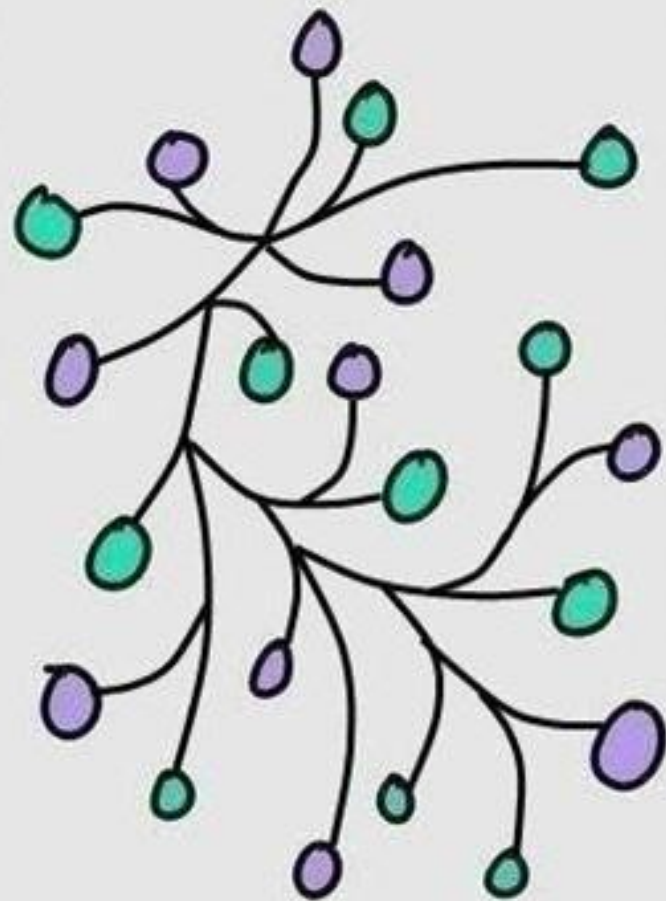
## Knowledge



## Experience



## *Creativity*



# BENEFITS OF WIPO MATCH

*Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)

## WIPO Match leveraging Industry/Private sector



WIPO Match is a database and networking tool provided by WIPO, the specialized United Nations agency that deals with IP to benefit all private entities.



WIPO Match aims at harnessing Industry/Private sector's power to promote economic, social and cultural development in developing countries, LDCs as well as countries in transition by helping IP technical assistance seekers to find relevant providers for projects and local engagements.



In the perspective of the WIPO Match platform, when parties freely enter into a "connection" or "mutual willingness" to collaborate on agreed tailor-made terms, it is considered as a successful Match.

## BENEFITS OF WIPO MATCH

*Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)



WIPO Match is a global stakeholders community

**" The WIPO Match Platform is a timely initiative that is on its way to becoming a major reference point for facilitating international collaboration in addressing Intellectual Property development needs".**

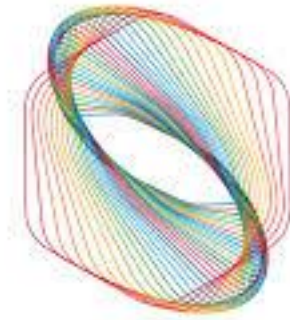


**TECHNOLOGY**  
FACILITATION MECHANISM

SUSTAINABLE  
DEVELOPMENT  
**GOALS**

**WIPO WATCH**





# SOUTH-SOUTH GALAXY



# BENEFITS OF WIPO MATCH

## *Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)

The growing online WIPO Match Community has

- 93 supporters from 37 countries, including IP Offices, NGOs, industry, universities and TTOs
- 2 United Nations agencies : UNDESA and UNOSSC
- 1 financial institution: Islamic Development Bank (57 countries)
- 2 regional organisations : ARIPO (19 countries) and EAPO (9 countries)
- 18 offers of support
- 22 expressions of need
- 7 successful matches, with an increasing number of interactions/synergies between the different members of the WIPO Match Community

WIPO Match is not only a platform for technical assistance projects (see the menu of technical assistances for offers/needs),

but also a platform which can bring new business opportunities for

- **Integrated IP and innovation related projects (like Private Public Partnership);** and
- **South-South Cooperation projects.**



# THREE MAJOR PARTNERSHIPS in 2018 with WIPO MATCH

## *Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)



United Nations  
Department of Economic and Social Affairs

### Office of the Under Secretary General (USG), Development Economic and Social Affairs (UNDESA), United Nations, New York

With the Office of the Under-Secretary-General (USG), Development Economic and Social Affairs (DESA), United Nations, New York, where WIPO Match was integrated within the Online Platform of the Technology Facilitation Mechanism (TFM), with the objective to support the 2030 Agenda for Sustainable Development. The TFM should facilitate meaningful and sustained capacity and technical assistance for development as a core part of activities, while facilitating coordination of activities implemented by different UN agencies; and



### United Nations Office of South-South Cooperation (UNOSSC), New York

Within the framework of the South-South Galaxy platform which is a global knowledge sharing and partnership platform for developing countries and development partners to bolster their capacities in the context of the implementation of the Sustainable Development Agenda 2030, WIPO Match will be featured by UNOSSC in October 2019, as one the main partners of the South-South Galaxy.



### Islamic Development Bank (IsDB)

With the Islamic Development Bank (IsDB), where, within the framework of the MoU concluded by WIPO and IsDB, WIPO and the corresponding IsDB platform are cooperating with a view to foster Innovation and IP-related projects in the 57 countries covered by the IsDB, representing a market of 1.7 billion people.

## BENEFITS OF WIPO MATCH

*Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)

9 INDUSTRY, INNOVATION  
AND INFRASTRUCTURE



**SDG 9:** Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

WIPO Match is in the process of being integrated in the **UN Online Platform of the Technology Facilitation Mechanism** for being a gateway to technology offers and technology requests with the objective to support the 2030 Agenda for Sustainable Development.



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

**SDG 17:** Strengthen the means of implementation and revitalize the global partnership for sustainable development.

WIPO Match is fostering **South South** as well as **Triangular Cooperation** in the field of Innovation and IP related technical assistance.

17 PARTNERSHIPS  
FOR THE GOALS



# BENEFITS OF WIPO MATCH

## *Leveraging IP for Development*

[www.wipo.int/wipo-match/en/index.html](http://www.wipo.int/wipo-match/en/index.html)



### Benefits for seekers

- Access to extra funds and skills
- Helps to move IP technical assistance projects forward
- Networking with IP partners from around the globe
- Promotion of your organization to a broad range of IP stakeholders



### Benefits for providers

- Giving your Corporate Social Responsibility (CSR) strategy business value in assisting and being part of projects that foster development process of businesses worldwide
- Assist developing regions in making IP systems easier to use
- Promote development through IP technical assistance projects



### Benefits for both

- Being part of a neutral and United Nations driven platform. You can post your Intellectual Property related offers safely and efficiently through a user-friendly online tool
- Increasing access to new markets and contact with different Intellectual Property Stakeholders. WIPO Match gathers players from private and public sectors. Many WIPO Member States (from industrialized countries, developing countries and countries in transition) from the public and private sectors have already started to join the WIPO Match platform
- Join new and innovative IP initiatives worldwide
- Gain access to the vast WIPO platform of IP related Knowledge and Technical Assistance information
- Be listed as Partner of the WIPO Match Community

### Benefits for supporters

- Publicity and visibility
- Access to WIPO Technical Assistance information
- Inclusion in WIPO Match as potential seekers/providers of resources

