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To: **Editors and Reporters**

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## **World Intellectual Property Organization partners with the SMF and SIPI to help Singapore SMEs use IP to bring their ideas to the market**

*To celebrate Singapore's 57<sup>th</sup> national day, WIPO and SMF will pilot a first batch of 57 companies to use WIPO's tools to leverage IP for business growth.*

The Singapore Manufacturing Federation (SMF), together with its associated service unit – the Singapore Innovation & Productivity Institute (SIPI), are pleased to announce the signing of a Memorandum of Understanding (MOU) with the World Intellectual Property Organization (WIPO) today, 24 August 2022, that will support Singapore companies in growing their business through the strategic use of their Intellectual Property (“IP”).

In celebration of Singapore's 57<sup>th</sup> National Day and as first steps in operationalising this collaboration, the SMF, SIPI and WIPO will work together to select 57 SMF Members across the SMF's 10 Industry Groups to pilot WIPO's Intellectual Property (IP) for Business tools and materials. The 57 selected companies will enjoy training opportunities with WIPO, access to WIPO's IP Tools for Business and the opportunity to provide feedback and assist the development of a customised programme for SMF members.

WIPO is the UN agency for intellectual property, innovation and creativity. Under the leadership of Daren Tang, the first Singaporean to lead a UN agency, it has been transforming from a technical agency into a development agency, supporting WIPO Member States to use IP as a powerful catalyst for jobs, investments, business growth and economic development.

SMF President Mr Lennon Tan and SIPI Board Chairman Ms Audrey Yap signed the landmark MOU with WIPO Director General Mr Daren Tang during Mr Tang's inaugural visit to the SMF for a dialogue session with SMF members and invited guests (*Please refer to Annex A for more information regarding signatories*).

Under the MOU, WIPO will make available its IP Diagnostics Toolkit and IP for Business series of guides for SIPI/SMF's use. These tools are designed with the business owner in mind, allowing them to understand IP from a business perspective. WIPO and SIPI/SMF will also work together to further customise tools and materials that will respond to the IP needs of SMF members (*Please refer to Annex B for more information regarding the MOU*).

WIPO IP Diagnostics is an IP self-assessment tool that invites a user to respond to two layers of questions about its business and following those responses generates an automated report on the IP situation of the company. The IP for Business series guides are business friendly

IP material that engages a business on issues of IP management. The latest in this series is a guide on IP for start-ups.

Mr Daren Tang, the fifth Director General of WIPO, began his six-year mandate as Director General on 1 October 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS from an IP office into an innovation agency in support of Singapore's future economy.

Sharing his thoughts on the signing of this MOU, **Mr Daren Tang, Director General of WIPO**, said: "The signing of this MOU is a milestone in the relationship between WIPO and Singapore's manufacturing sector, underlining how innovation and intellectual property can support the sector's small and medium enterprises to compete and grow. We look forward to working closely with SMF, SIPI and the wider manufacturing community in Singapore to give them greater access to WIPO's expertise and tools and to develop their ability to use IP to grow their business."

**Mr Lennon Tan, President of the SMF**, said: "I am thankful and humbled that the WIPO has chosen to work with the SMF and SIPI in providing access to its IP for Business tools to our members. We hope that as we bring access closer to our members of such cutting edge tools, they will make use of this opportunity to understand that IP does not just play a protective function but that businesses can also make use of IP as assets and plan for the same as more and more of our businesses enter the international and digital market arena.

Through this MOU, SMF members will be able to get the support they require for their IP strategy creation and resources will be available to them through SMF's SIPI. With the 57 SMF members piloting WIPO's IP for Business tools, I am confident that they will serve as testimony to other members on the importance of IP in business strategy. I look forward to a fruitful collaboration and the birth of customised IP tools for the manufacturing community in Singapore in due course."

**Ms Audrey Yap, Chairperson of SIPI**, said: "SIPI seeks to bring innovation and greater productivity to the manufacturing community in Singapore. As companies become more aware of IP matters, this collaboration with WIPO serves as the important first step to better understanding and utilising their IP in business and growing regionally. SIPI aims to help companies capture value and build their international IP portfolios which is why we are working with WIPO so that it can give our members its international perspective and international resources. Accordingly, I hope that with the credentials that WIPO brings in this field, our SMF members will look to SIPI to be a one stop access point for bringing IP theory into practical application and for SIPI to provide effective thought leadership in this area."

## About the World Intellectual Property Organization (WIPO)

The World Intellectual Property Organization (WIPO) (<https://www.wipo.int/about-wipo/en/>) is the global forum for intellectual property policy, services, information and cooperation. A specialized agency of the United Nations, WIPO assists its 193 member states (<https://www.wipo.int/members/en/>) in developing a balanced international IP legal framework (<https://www.wipo.int/policy/en/>) to meet society's evolving needs. It provides business services (<https://www.wipo.int/services/en/>) for obtaining IP rights in multiple countries and resolving disputes.

It delivers capacity-building (<https://www.wipo.int/cooperation/en/>) programs to help developing countries benefit from using IP. And it provides free access to unique knowledge banks of IP information (<https://www.wipo.int/reference/en/>).

For more information, please contact the News and Media Division at WIPO:

- Tel: (+41 22) 338 81 61 / 338 72 24
- E-mail (<https://www3.wipo.int/contact/en/area.jsp?area=publicinfo>)

## About the Singapore Manufacturing Federation (SMF)

Established since 1932, the SMF represents the interest of the manufacturing community in Singapore, driving its competitiveness and sustainable growth through serving industry-specific needs. Supported by 10 industry groups and its Associated Services, the SMF enhances the competitiveness of the industry by encouraging capacity development and capability building, innovation and productivity. The SMF provides opportunities for companies to collaborate, network, and to grow and expand both locally and internationally. Current membership stands at about 5,000 members comprising SMEs, MNCs and Affiliate members. For more information, please visit [www.smfederation.org.sg](http://www.smfederation.org.sg).

## About the Singapore Innovation and Productivity Institute (SIPI)

SIPI is a private limited company incorporated in Singapore. Established since 2011, SIPI is an associated service unit of the SMF. Its vision is to be the leading driver of innovative thinking and best practices, empowering manufacturing companies in Singapore with the mindset and tools to achieve greater levels of innovation and productivity. Additionally, in support of the Singapore Government's Industry Transformation Maps, SIPI seeks to uplift the local manufacturing sector through the provision of thought leadership in the relevant industry verticals, optimising the sector's competitiveness in the local, international and digital arenas. For more information, visit [www.sipi.org.sg](http://www.sipi.org.sg)

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## Annex A

Name	Description
<p><b>Mr Daren Tang</b></p> <p><b>Director General of WIPO</b></p>	<p>Mr Daren Tang, a Singapore Citizen, began his six-year mandate as Director General of the World Intellectual Property Organization (WIPO) on October 1, 2020. Prior to his appointment as WIPO Director General, he served as Chief Executive of the Intellectual Property Office of Singapore (IPOS), driving the strategic transformation of IPOS in support of Singapore's innovation-based economy.</p> <p>Between 1997 and 2012, before joining IPOS, Mr Tang held different legal positions within the Attorney-General's Chambers and the Ministry of Trade and Industry of Singapore. In 2016, he received the Public Administration Medal from the Prime Minister's Office Singapore for outstanding efficiency and competence in the service of his country.</p> <p>Mr Tang is a graduate of the National University of Singapore (Bachelor of Law, Honors) and the Georgetown University Law Center (Master of Laws, Distinction). He also attended the Advanced Management Program at Harvard Business School. He is fluent in English and Chinese.</p>
<p><b>Mr Lennon Tan</b></p> <p><b>SMF President</b></p> <p><b>Group Chairman, ADERA Global Group</b></p>	<p>Mr Lennon Tan is the President of the SMF since May 2022. He is also the Group Chairman of ADERA Global.</p> <p>Mr Tan started his career as an engineer in the Petrochemical industry before spending 10 years with the American Multinational 3M. In 2001, he decided to pursue his dream of being an entrepreneur. After taking over a small smart card manufacturing business in China, he tapped on technology and innovation to transform the manufacturing outfit into the top 10 global smart card producers in the world, and thereafter transforming the company's capabilities to lead in fields of artificial intelligence, biometric authentication, automation, fintech and data analytics, supporting major sectors ranging from banks, insurance, government, healthcare, telecommunications and transport worldwide. The group was awarded ASEAN Business Award Overall Winner for Priority Integration Sector (ICT) in 2018. In 2016, Mr Tan was awarded ASEAN Teochew Entrepreneur Award and in 2017, he was named EY Entrepreneur of the Year (Financial Technology Enablement) from global professional services firm Ernst &amp; Young. He is also the President of the Teochew Entrepreneurs Club, he sits on judging panel of Women Entrepreneur Awards, and serves as advisor to the Women Entrepreneur Club.</p>

<p><b>Ms Audrey Yap</b></p> <p><b>SIPI Chairperson</b></p> <p><b>SMF Honorary Treasurer</b></p> <p><b>Managing Director, Yusarn Audrey LLC</b></p>	<p>Ms Audrey Yap is SIPI Chairperson and SMF Honorary Treasurer since April 2022. She is also the Managing Director of Yusarn Audrey LLC, a regional ASEAN practice headquartered in Singapore.</p> <p>Ms Yap's work includes developing designing and implementing IP strategies and building IP portfolios for value for her clients that includes SMEs and MNCs, research institutes and government agencies across various technology verticals and businesses globally Ms Yap was Member, Board of Directors, IP Office of Singapore (IPOS) from 2015 to 2022. She was Board member of Enterprise Singapore, an agency under the Ministry of Trade &amp; Industry 2018-2020. She serves as independent director for listed company and is a member of Singapore's Institute of Directors. Ms Yap was Board Director of IPOS International 2016-2019. She has worked as WIPO and EPO external expert for many national and regional projects on IP strategy and policy. She is currently a member of the international Steering Committee WIPO-WEF global Inventor Assist Programme.</p>
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**MOU - the SMF, SIPI and WIPO**

Recognising the opportunities for mutual benefit and furtherance of the objectives of their respective organisations, the SMF, SIPI and WIPO signed a MOU to better enable businesses to make better use of intellectual property (IP) in their business strategies.

The main areas of cooperation under the MoU include:

- a) sharing between the parties of WIPO's existing tools and materials developed for the business sector;
- b) customising these tools and materials, and/or jointly building new ones, for the needs of the SIPI/SMF membership;
- c) using these tools and materials to educate and train SMF member businesses; and
- d) sharing experiences and feedback to facilitate improvements to the tools and materials. This cooperative effort will enable SIPI/SMF to provide sustainable IP support to its member businesses based on the identified business needs and the carried activities.

These activities include:

(a) Development of tools and materials and the Provision of IP Support to SMF Members

- i. WIPO will guide, provide and/or highlight appropriate tools and materials developed by WIPO for SIPI/SMF's use with the further intent for WIPO and SIPI/SMF to build together customised or adapted set of tools and materials that respond to the needs of the membership of the SMF.
- ii. Using the tools and materials thus developed under this MOU, SIPI/SMF plans to create a customised IP program for its membership and to share the same with WIPO.

(b) Feedback and data gathering

SIPI/SMF will engage with its membership to obtain feedback on the relevance and usefulness of WIPO tools and materials from time to time and will share such feedback with WIPO as appropriate.

(c) Ad Hoc Collaboration.

The Parties will further collaborate on an ad hoc basis on projects pertaining to IP management by startups and SMEs.