

PRIORITY NEEDS FOR TECHNICAL AND FINANCIAL COOPERATION

Communication from Mali

According to paragraph 2 of the Decision of 29 November 2005 on the Extension of the Transition Period under Article 66.1 for Least Developed Country Members, "all the least developed country Members will provide to the Council for TRIPS, preferably by 1 January 2008, as much information as possible on their individual priority needs for technical and financial cooperation in order to assist them taking steps necessary to implement the TRIPS Agreement".

This document reproduces the information provided to the Secretariat by the delegation of Mali in a communication dated 3 August 2012.

I. CONTEXT AND JUSTIFICATION

1. In the context of the Uruguay Round of multilateral negotiations, the Government of Mali, desiring to reduce distortions and impediments to international trade, and taking into account the need to promote effective and efficient protection of intellectual property rights and to ensure that measures and procedures to enforce intellectual property rights do not themselves become barriers to legitimate trade, recognized the need for new rules and disciplines under the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS).

2. The elaboration of such rules requires, at the outset, the interactive participation of all stakeholders in the implementation of the TRIPS Agreement and, at a later stage, the strengthening of the human, institutional, organizational and logistical capacities of all potential users of the intellectual property system for the sake of effective and efficient exploitation of intellectual property assets for socio-economic development purposes in Mali.

II. OVERALL OBJECTIVE

3. The overall objective is to promote the creation of a framework conducive to the protection and promotion of intellectual property, and indeed the effective and efficient use of the intellectual property system in Mali's development policy and strategy.

III. SPECIFIC OBJECTIVES

- Strengthen the legislative and regulatory framework for protection, promotion and effective and efficient use of the intellectual property system;

- strengthen human and material capacities of the Government departments responsible for managing intellectual property assets (Malian Centre for the Promotion of Industrial Property - CEMAPI; Malian Copyright Bureau - BUMDA);
- involvement of non-State entities in the promotion of intellectual property;
- strengthen the human and physical capacities of Government departments responsible for punishing infringements of intellectual property rights (Customs, judicial police);
- strengthen the technical innovation capacity of research and development facilities (universities, higher education establishments, research institutes) and trade chambers;
- promote the strategic use of industrial property to enhance business competitiveness.

IV. EXPECTED RESULTS

- The legal and institutional environment meets international standards for effective action to combat intellectual property rights infringements;
- the Government departments responsible for implementing the TRIPS Agreement (Malian Centre for the Promotion of Industrial Property, Malian Copyright Bureau, Customs, judicial police, etc.) have adequate infrastructure to take effective action against infringements of intellectual property rights (information technology equipment, means of transport);
- reduction of infringements of intellectual property rights;
- Mali's legal framework attracts private investment through the establishment of conditions favouring the effective implementation of intellectual property principles;
- creative industries are encouraged and promoted;
- agricultural products are more competitive.

V. ACTION PLAN

Mali's priority needs for the implementation of the TRIPS Agreement are defined under four (4) priority objectives:

Objective 1: strengthening the institutional, legislative and regulatory framework

- Technical assistance in the formulation of policies and programmes relating to intellectual property;
- assistance in developing national legislation to endow Customs and the judicial police with the necessary powers to implement the TRIPS Agreement;
- strengthening the human capacity of Government departments responsible for implementing the TRIPS Agreement;
- assistance in reinforcing the legislative framework in new intellectual property fields, as a tool for protecting traditional knowledge and folklore;

- establishment of institutional and regulatory mechanisms to modernize the system for the protection of literary and artistic property;
- restructuring collective rights management;
- implementation of the management of related rights;
- implementation of the WIPOCOS system.

Objective 2: strengthening the human and physical capacities of bodies involved in implementing the TRIPS Agreement

- Organization of a national workshop on violations of intellectual property rights and ways of enforcing such rights;
- organization of a national workshop on the implementation of the TRIPS Agreement;
- training of IP specialists;
- training of innovative research workers in the exploitation of scientific and technical information contained in patent documents;
- promotion of IP education in universities and technical and vocational training colleges.

Objective 3: strengthening the technological capacity of IP system users

- Establishment of a technology and innovation support centre in universities, higher education establishments and research and development centres.

Objective 4: IP promotion

- Creation of an early warning system for owners of industrial property rights in order to alert them to unfair trading practices such as counterfeiting and piracy;
- construction of a national IP museum;
- exchange of experience in IP rights management;
- organization of study tours for the managers of bodies responsible for implementing the TRIPS Agreement in emerging countries (India, Singapore) in order to learn about the experience of those countries in the judicious use of IP assets for socio-economic development purposes.

The achievement of these objectives will be backed up by a communication strategy, based on the following needs:

- Purchase of adequate and effective communication equipment (computers equipped with scanners and webcam, digital cameras, cameras, liaison vehicles) for CEMAPI and BUMDA;

- production of national television broadcasts under the so-called "*coin des créateurs*" (creators' corner) devoted to debates on copyright and related rights;
 - production of commercials on counterfeiting and piracy;
 - organization of information caravans on intellectual property in the main towns of the country;
 - media events relating to intellectual property;
 - production of a monthly journal on intellectual property;
 - training for journalists on new communication techniques in the field of intellectual property.
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