



2017-2020 Strategic Plan

The Bureau of AIPPI is pleased to introduce a Strategic Plan for 2017-2020.

Founded in 1897, AIPPI is a truly global association with 69 national and regional groups and over 9000 members from more than 125 countries and regions in Europe, the Americas, Asia, Oceania and much of Africa.

AIPPI is proud of its achievements and contributions to improving and promoting the protection of intellectual property (IP) on international, regional and national levels.

AIPPI's primary goal is to remain the world's leading international organization dedicated to the development and improvement of legal regimes for the protection of all types of IP.

With today's fast growing technologies and dramatic changes in social and economic development globally, AIPPI's role in the development and promotion of IP protection is increasingly important. AIPPI strives to be a body to which Inter-Governmental Organizations (IGOs), Government Organizations (GOs), Intellectual Property Offices (IPOs), relevant trade and business organizations and other Non-Government Organizations (NGOs) invariably turn for expertise, guidance and leadership in IP matters.

The Strategic Plan aims to empower AIPPI's individual members, National and Regional Groups (NRGs) and Independent Members (IMs), and thereby AIPPI, to increase AIPPI's prominence and influence.

Highlighted Objectives of the Strategic Plan include the following:

- **Annual Work Programme and Committees:** The Annual Work Programme of Study Questions and the Professional Development Programme at Congresses will be maintained while continuously aiming for improved quality and impact. Through its Committees, AIPPI will move quickly to formulate and communicate positions by contributing its user association perspective to external consultations, undertaking studies and preparing position papers. AIPPI will continue to promote increased activity of the Standing Committees by encouraging participation from all NRGs and IMs and by providing additional tools

to enhance communication and collaboration. AIPPI will also look for opportunities to submit amicus briefs in national and regional tribunals in appropriate circumstances.

- Member Services: More member and NRG/IM services and information will be provided through the centralized leadership and administration provided, respectively, by the Bureau and General Secretariat (GS). This will take into consideration the varying histories, cultures, languages, and attitudes of NRGs and countries with IMs.
- Membership Growth: AIPPI will identify and pursue targeted membership growth, with particular emphasis on the recruitment of young members and in-house members. AIPPI will support NRGs to develop and meet growth plan targets applicable to the particular environment of the specific NRG.
- Communications and Marketing: As part of a comprehensive communications strategy, coordinated strategies and tools will be provided for the effective use of popularly accepted and evolving forms of contemporary communication. Implementation will involve NRGs and IMs.
- External Relations: AIPPI will further build and consolidate its relationships with IGOs, GOs, IPOs, NGOs and business organizations. Closer cooperation will support the ongoing mission of raising awareness and understanding of AIPPI and its work. AIPPI will drive greater advocacy in support of its 700+ Resolutions.
- Congresses and other meetings: AIPPI Congresses present a very important opportunity for recruitment of new members and the networking that is fundamentally important for both members and prospective members. Congresses will provide as satisfying a meeting experience as possible for as many people as possible. AIPPI will become more involved in assisting NRGs and IMs with national and regional meetings.