

IP, knowledge diffusion, synergies and economic growth: Opportunities for the Balkan region

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THESSALONIKI INTERNATIONAL FAIR

Hellenic Industrial Property Organisation (OBI)

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Outline



- Innovation in Greece
- IPs and Economic Growth
- IPs and synergies
- IP performance in Greece and other Balkan countries



Innovation in Greece

- **Greece** according to the European Innovation Scoreboard 2017 is a **moderately innovative country**.
- R&D intensity increased from **0.84 (2014)** to **0.96 (2015)** and **0.99 (2016)** to **1.14 (2017)**
- Public research system is isolated from the production. **Universities & research centers do not commercialize** their research results → **low number of patents**.
- **The private sector is under-performing in R&D**
- **Lack of venture capital**
- Economic recession has caused **HR losses** in the field of science & technology:
 - loss of experience from early retirement
 - brain drain of new talents



IPR Contribution to Economy

- IPR-intensive industries account for more than **31%** of European industries (EPO/EUIPO Study 2017).
- In the EU, over **€ 5.7 trillion** is generated annually by the IPR-intensive industries (2011-2013 / 1 trillion **increase**)
- They contribute to **28% of employment / 2% increase** (26% in Greece - **5% increase**)
- and to **42% of GDP / 3% increase** (40% in Greece - **7% increase**)
- Higher **productivity by 46% / 5% increase** (€ 776 vs. € 530)
- **93.2% of EU exports** and **85.5% of EU imports**
- Specifically for **patents** in the EU, they contribute 10% to employment, 15% to GDP and to productivity **+69%** (5% increase)

IP, technology and synergy opportunities (1)

Industrial Property Academy – Establishment (*Presidential Decree, forthcoming*)

- Law 4512/2018, Article 124 -> certified Patent Attorney for Greece, as well as the establishment of the Industrial Property Academy.
- The foundation of the Academy will contribute in education and training of professionals in practical and theoretical issues of industrial property.
- It will be established as an independent service of the OBI, based in Athens, with a core centre in Thessaloniki, based at the Aristotelian University of Thessaloniki
- Directly affiliated to the Board of Directors of OBI

IP, technology and synergy opportunities (2)

Industrial Property Academy

- Develop an international education, training and certification system in the field of industrial property that will lead to the acquisition of the title of a certified patent attorney (*courses in English*).
- Create industrial property culture and promoting international collaboration through seminars, summer schools etc.
- Synergies on research programs relating to industrial property and its contribution to innovation.

IP, technology and synergy opportunities (3)

Collaboration with IP offices in balkan countries: Serbia, Bulgaria, Romania, North Macedonia and Albania

- MOUs (*already MOU with Serbia*)
- Joint activities & conferences for technology transfer, commercialisation of research and boosting innovation and economic development.

Other potential synergies:

- collaboration in IT systems, interoperability of IT systems, IP Market Place etc

IP, technology and synergies opportunities (4)

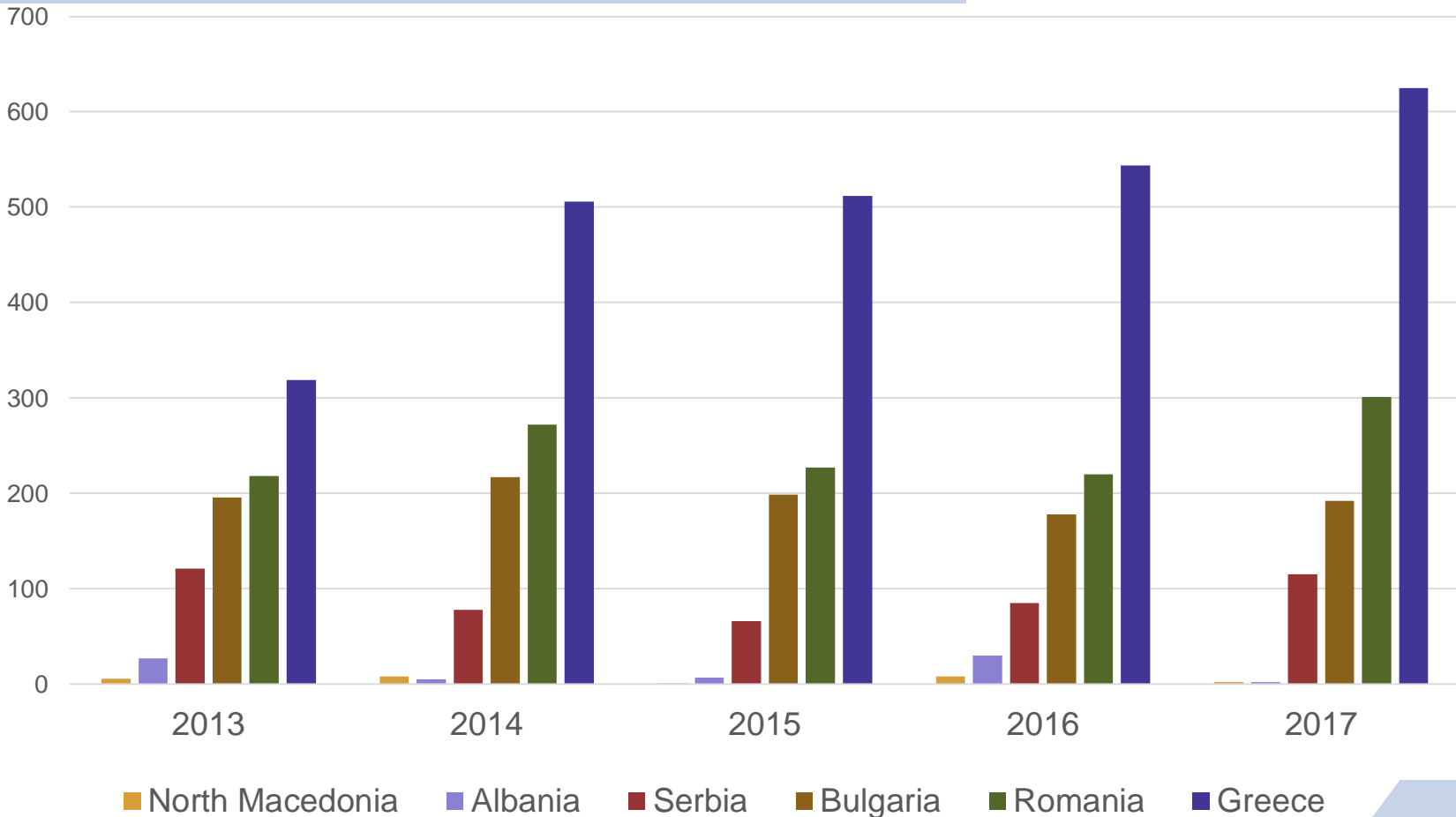
- **INDUSTRIAL PROPERTY developments** (Law.6605 / 2019)
- **Technology pools** offer attractive "**complementarities**".
 - ▶ E.g. it may be far more efficient for multiple firms - each working to their own strengths - to work together to produce a complex technology -> true within the ICT industry
 - ▶ Taking advantage of the experience of others can be much cheaper than gaining it first hand.
 - ▶ Particularly useful option when exploring new markets, geographies or technologies.
 - ▶ Teaming up to divide effort -> efficiency gains.
 - ▶ The development risk is shared.

IP, technology and synergies opportunities (4)

- **Technology pools**
 - opens opportunities for joint technology pools between enterprises, SMEs and university spin-offs.
 - Promotes the creation of clusters
- **Key role for:**
- Regional Office of Thessaloniki, based at Aristotelian University
 - and the new Regional office of Thrace, in Xanthi-Komotini, based at Democritus University of Thrace

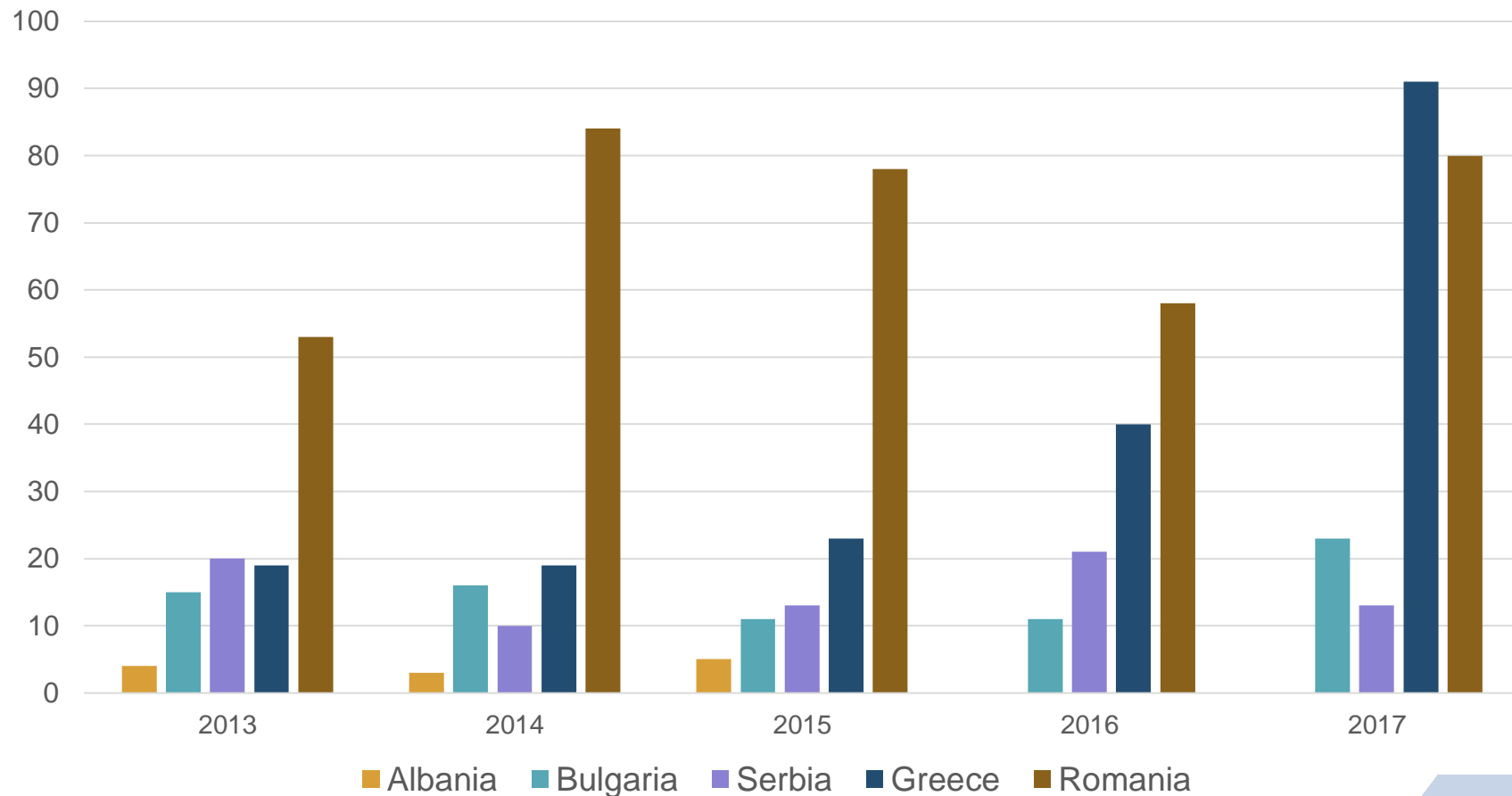
Patent applications - Abroad

application filed by this country's resident at a foreign office – WIPO data



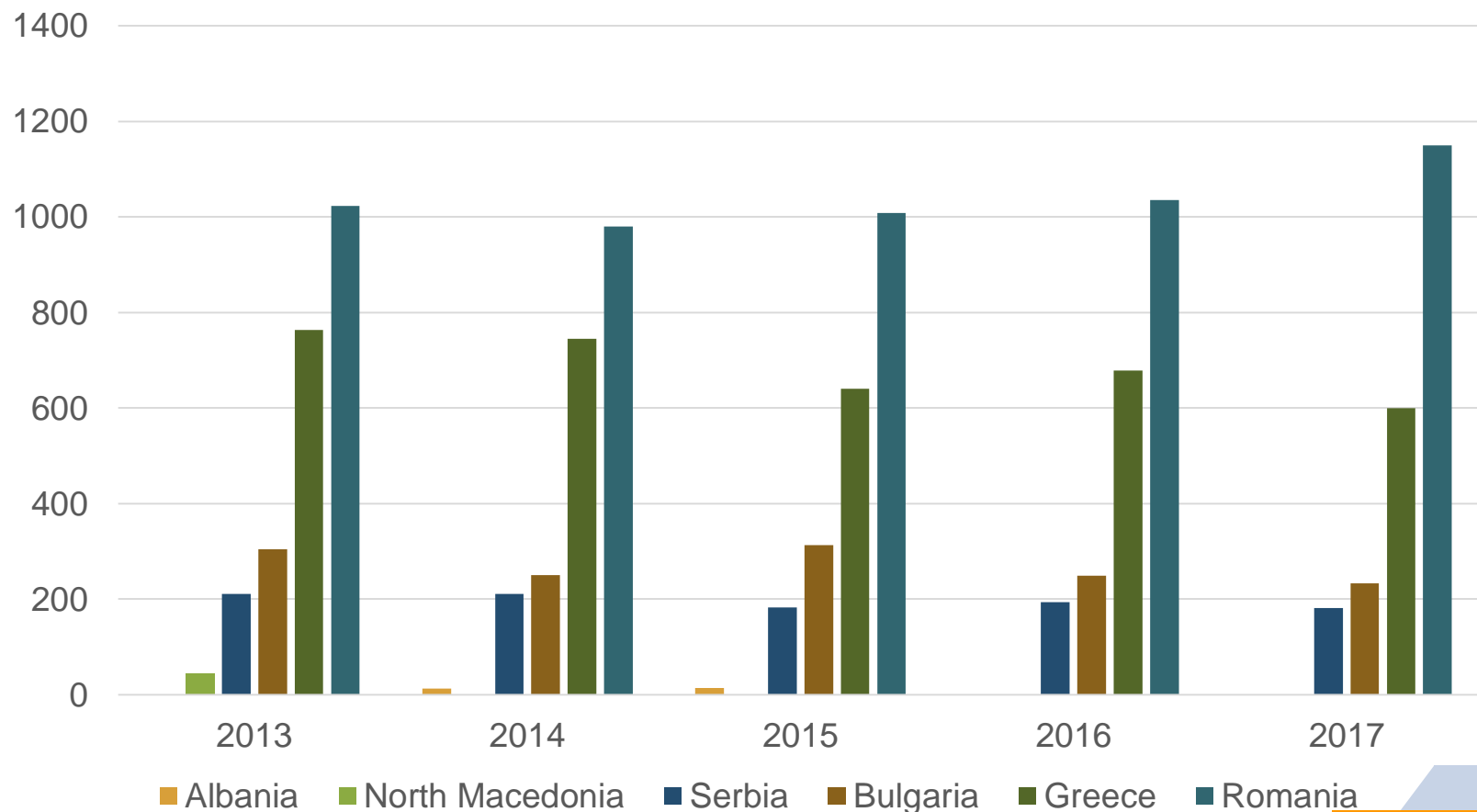
Patent applications, Non-Residents

A Non-Resident filing refers to an application filed in the country by a non-resident - WIPO data



Patent applications, Residents

A Resident filing refers to an application filed in the country by a resident - WIPO data

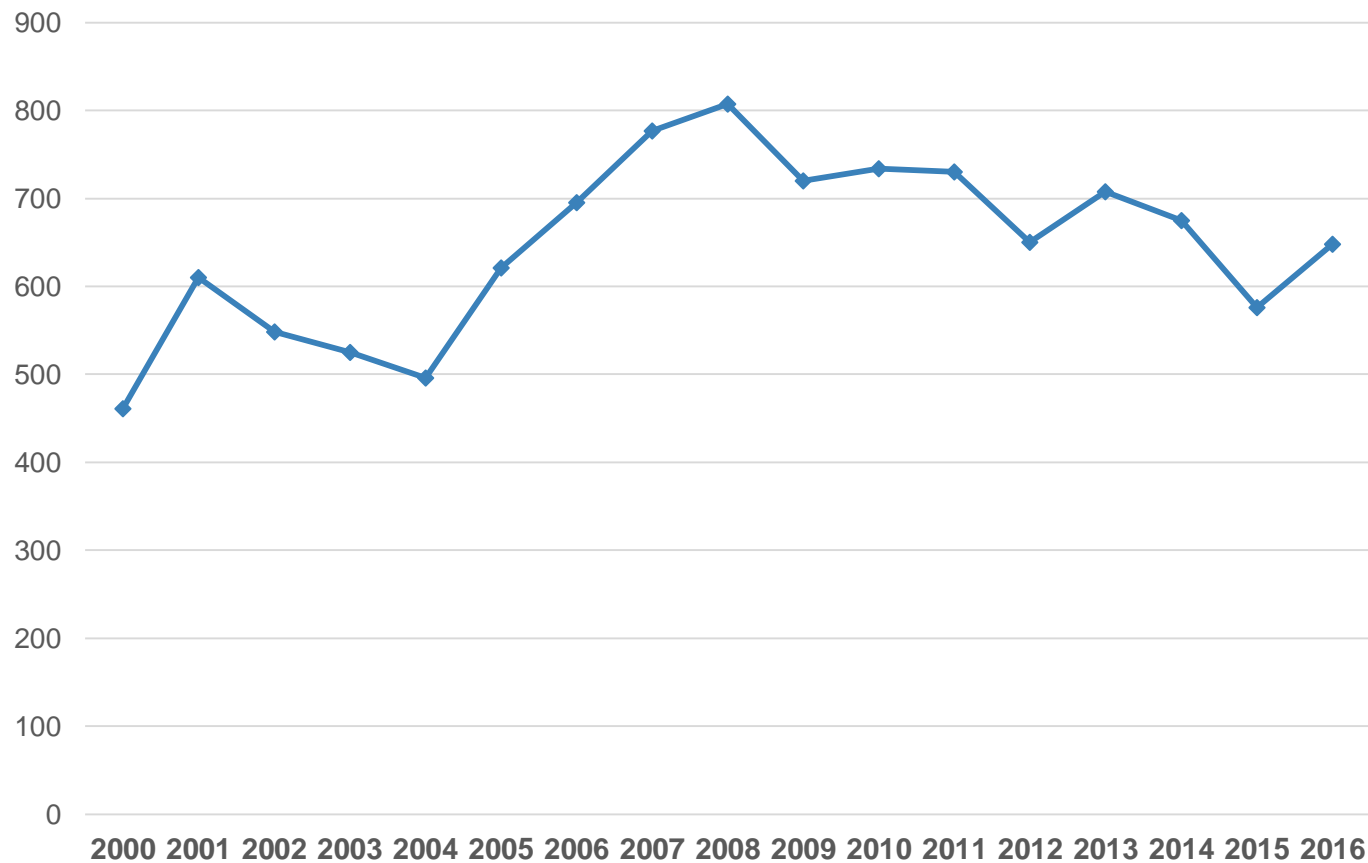


IPR Contribution to Greek Economy

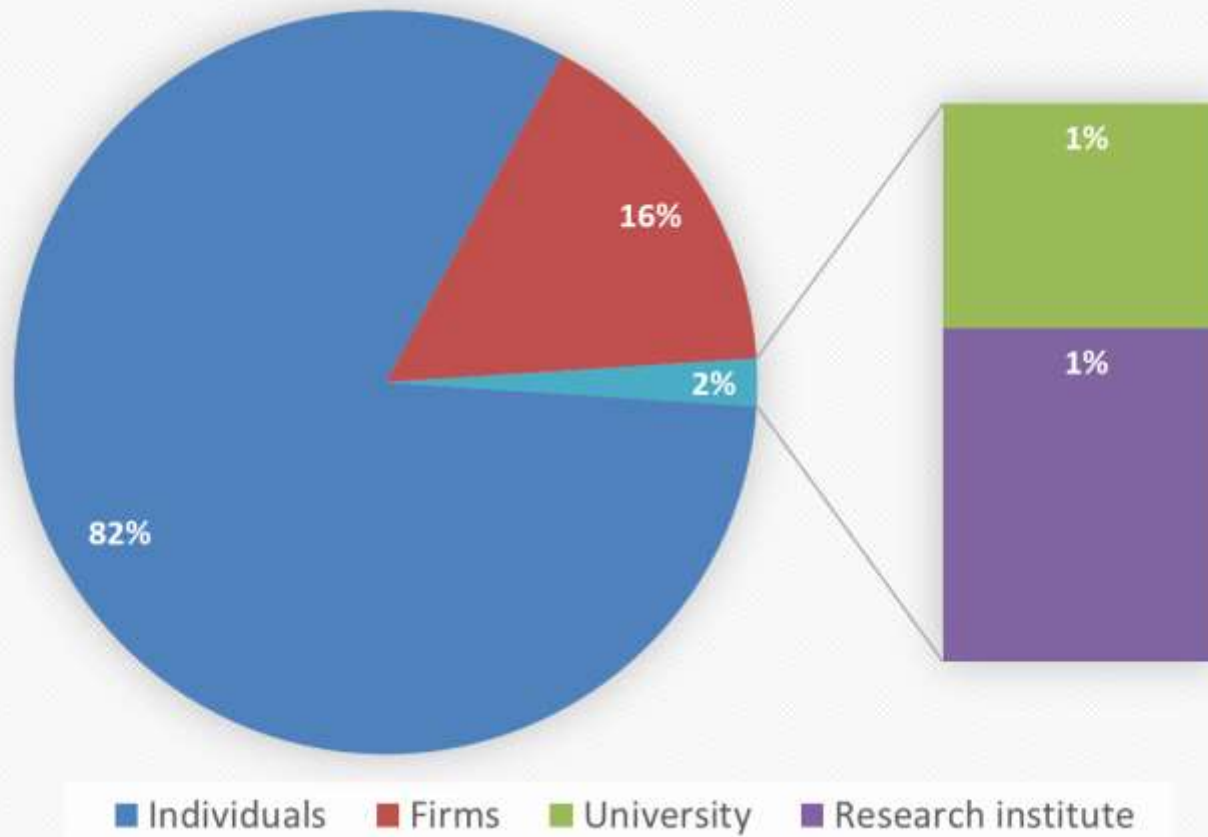


IPR	Contribution to Employment	Contribution to GDP
Total	26,2%	40,1%
Trademarks	19,9%	36,1%
Industrial Designs	9,7%	7,9%
Patents	6,9%	6,9%
Copyright	5,0%	4,7%
Geographical Indications	0,2%	0,2%
Plant varieties	0,9%	0,3%

Patent Applications in Greece

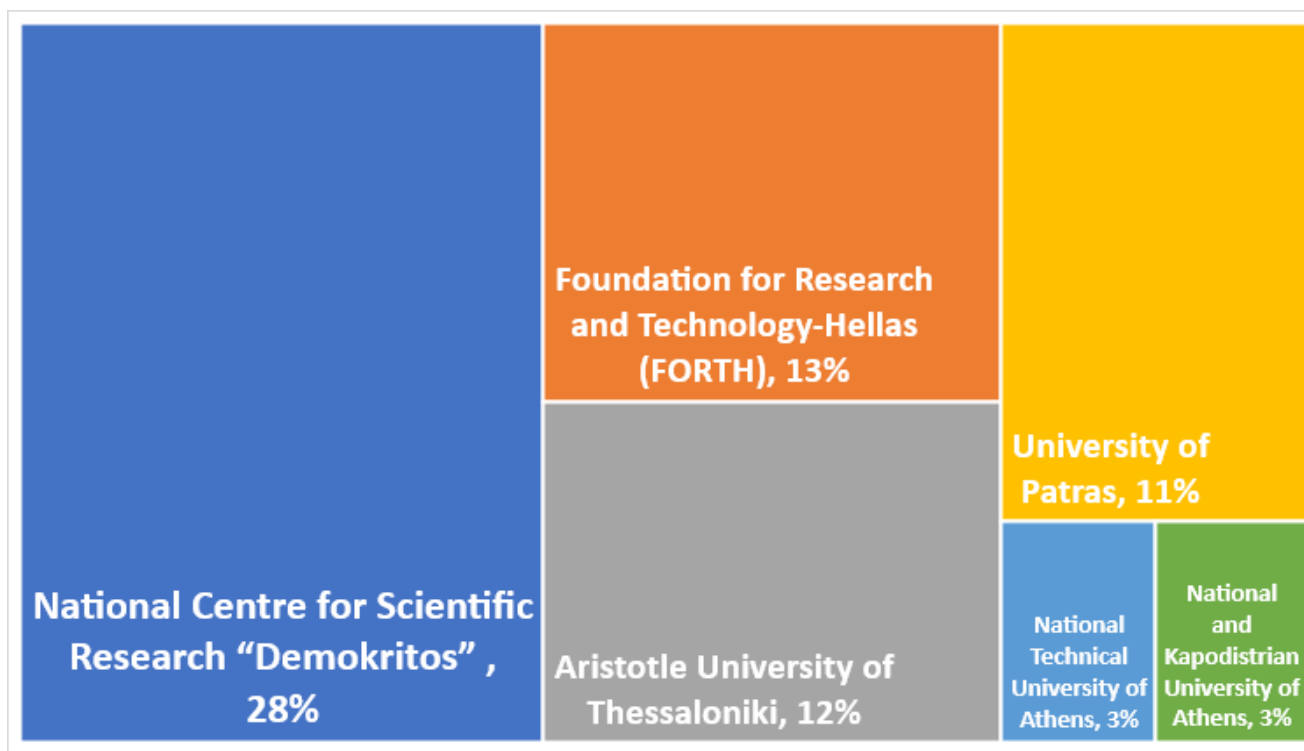


Patent Applications Greece, owners

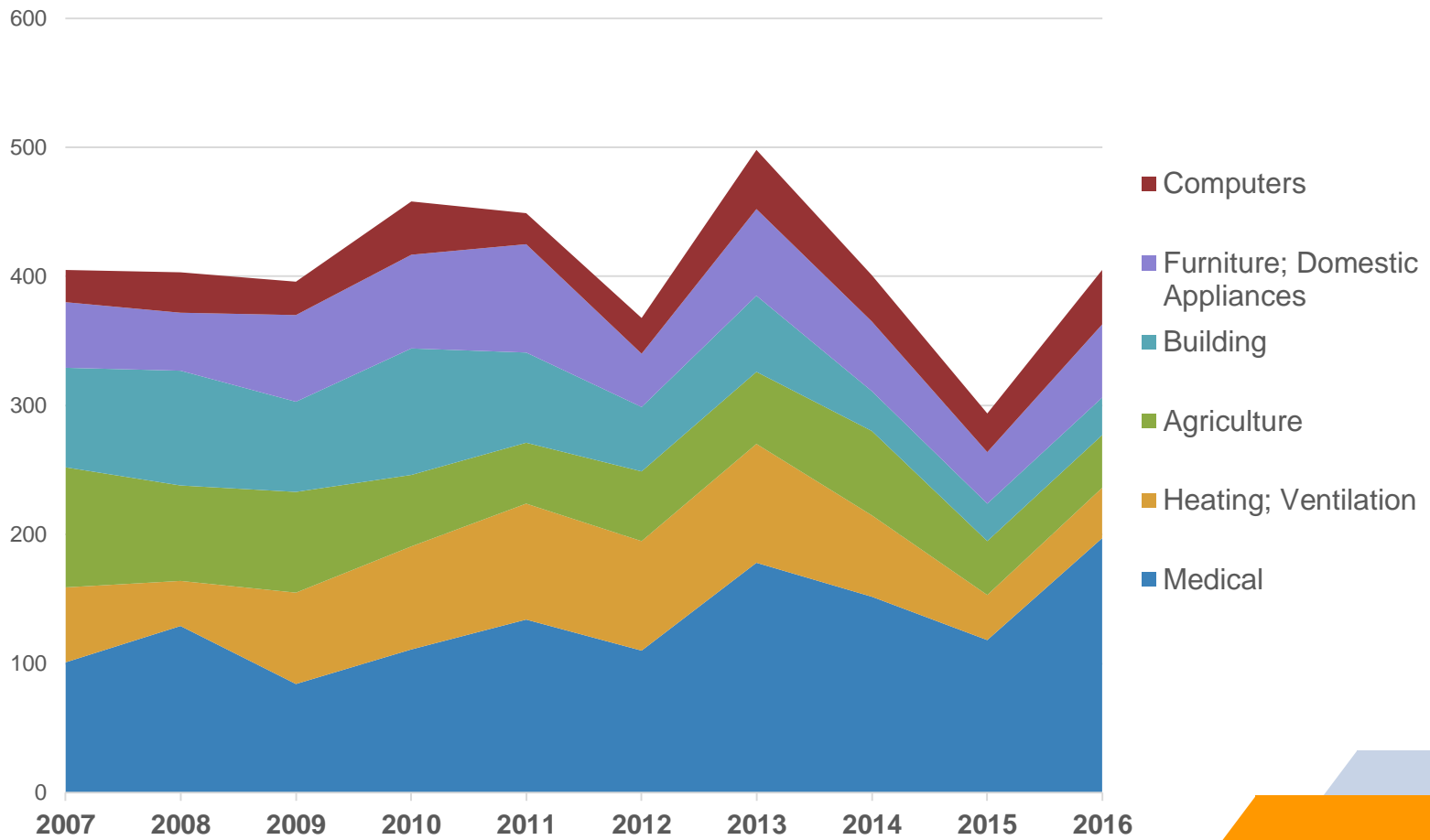




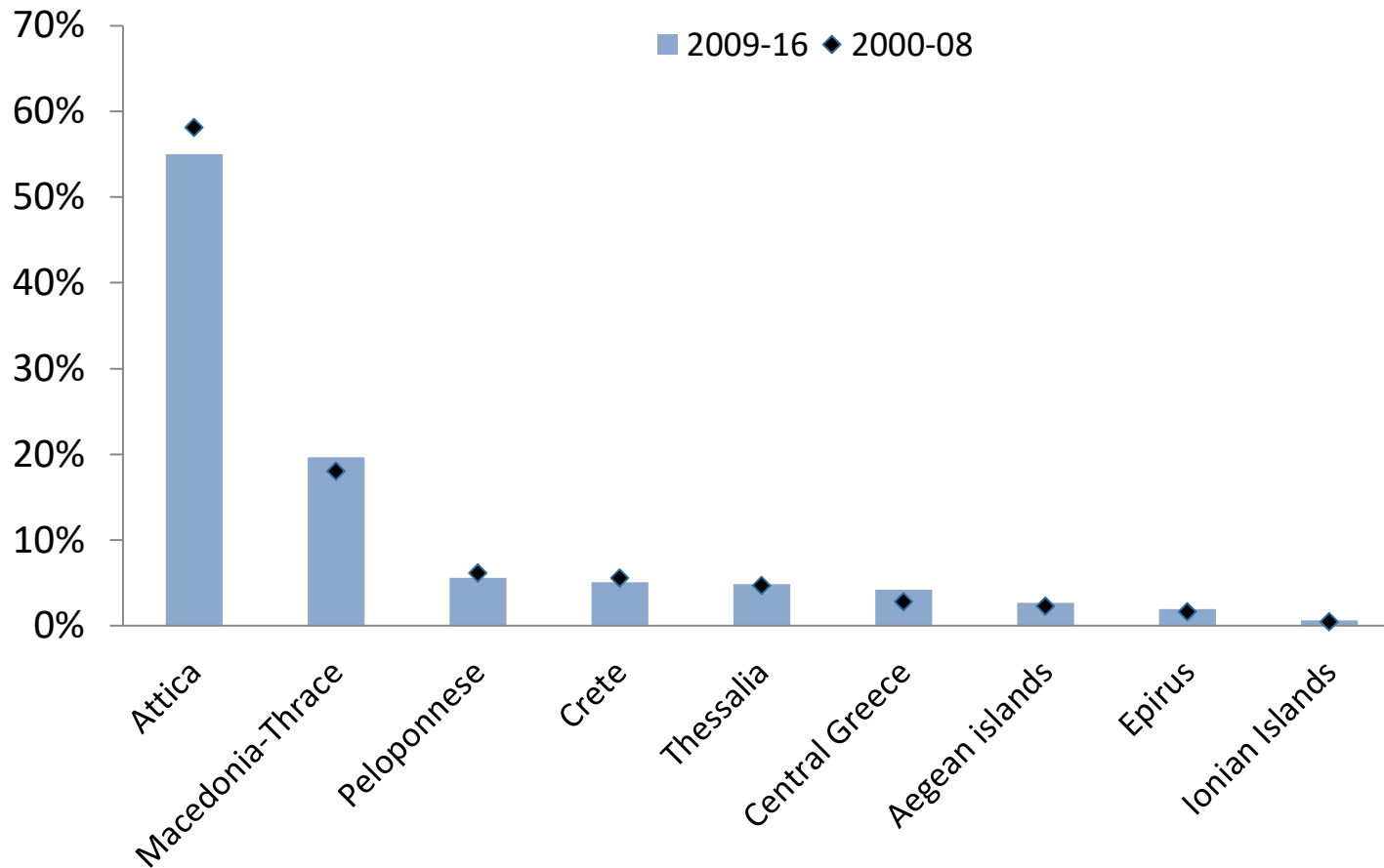
Top research institutions, % of research institutions as patent owners, 1988-2016



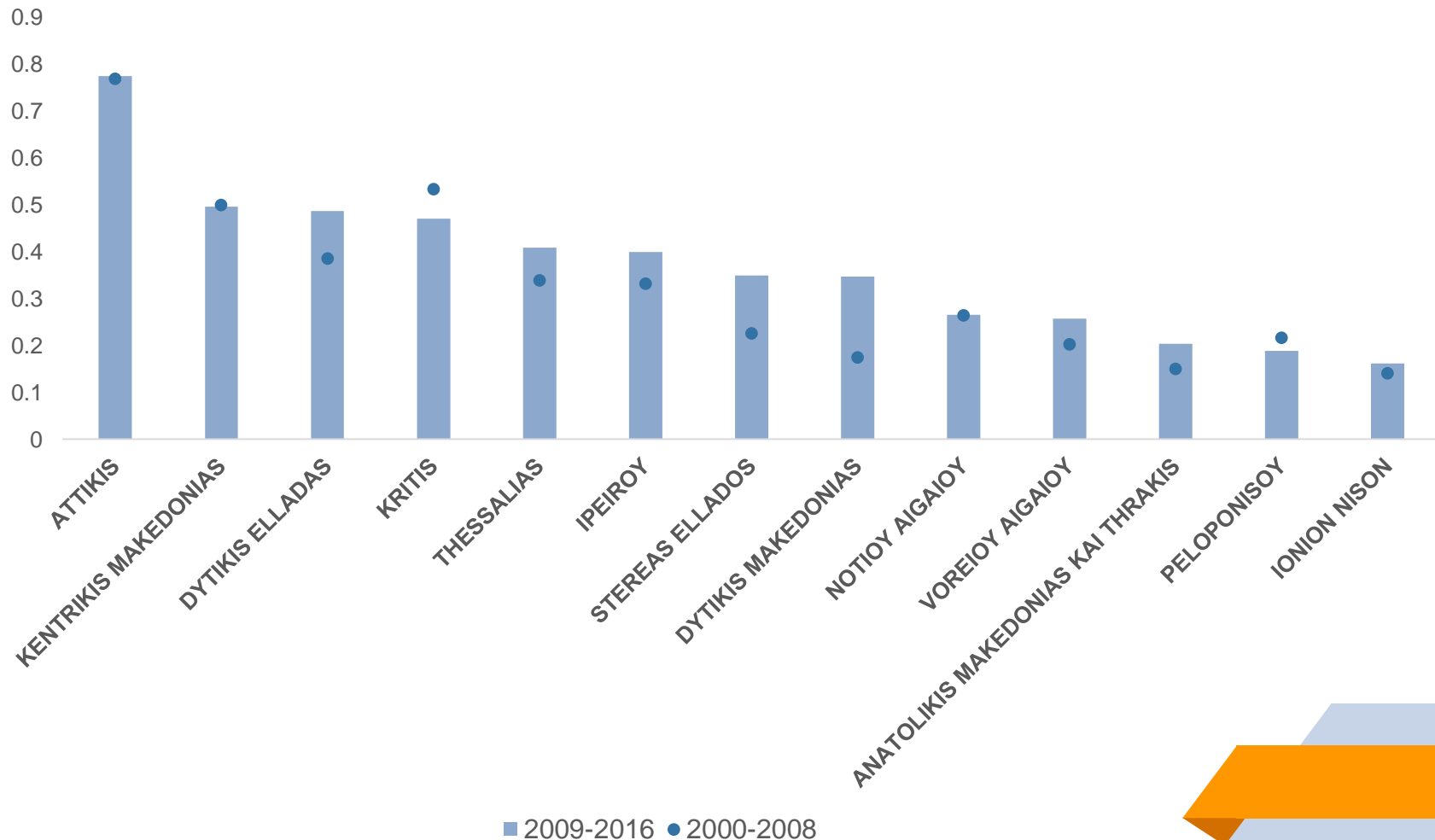
Top 5 Technological Fields of the last 10 years



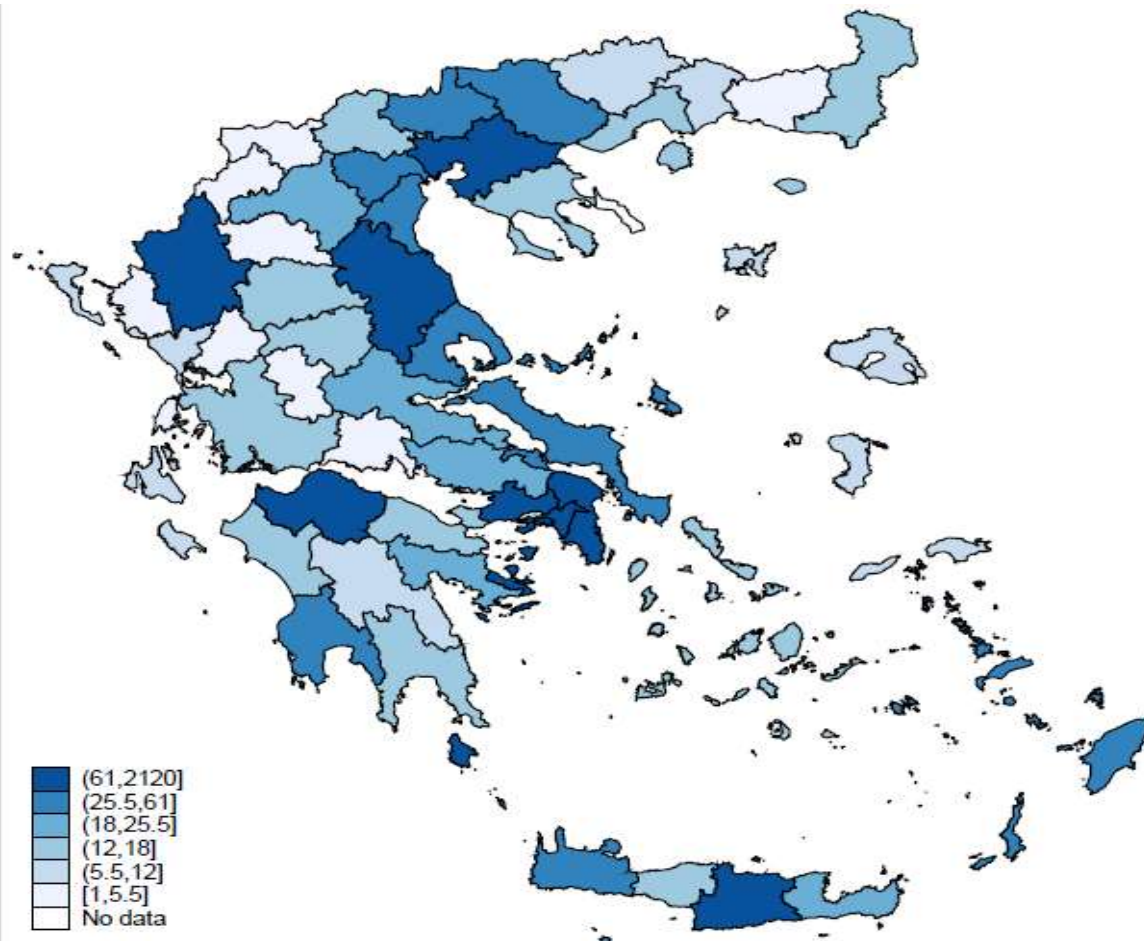
National Patent applications per region



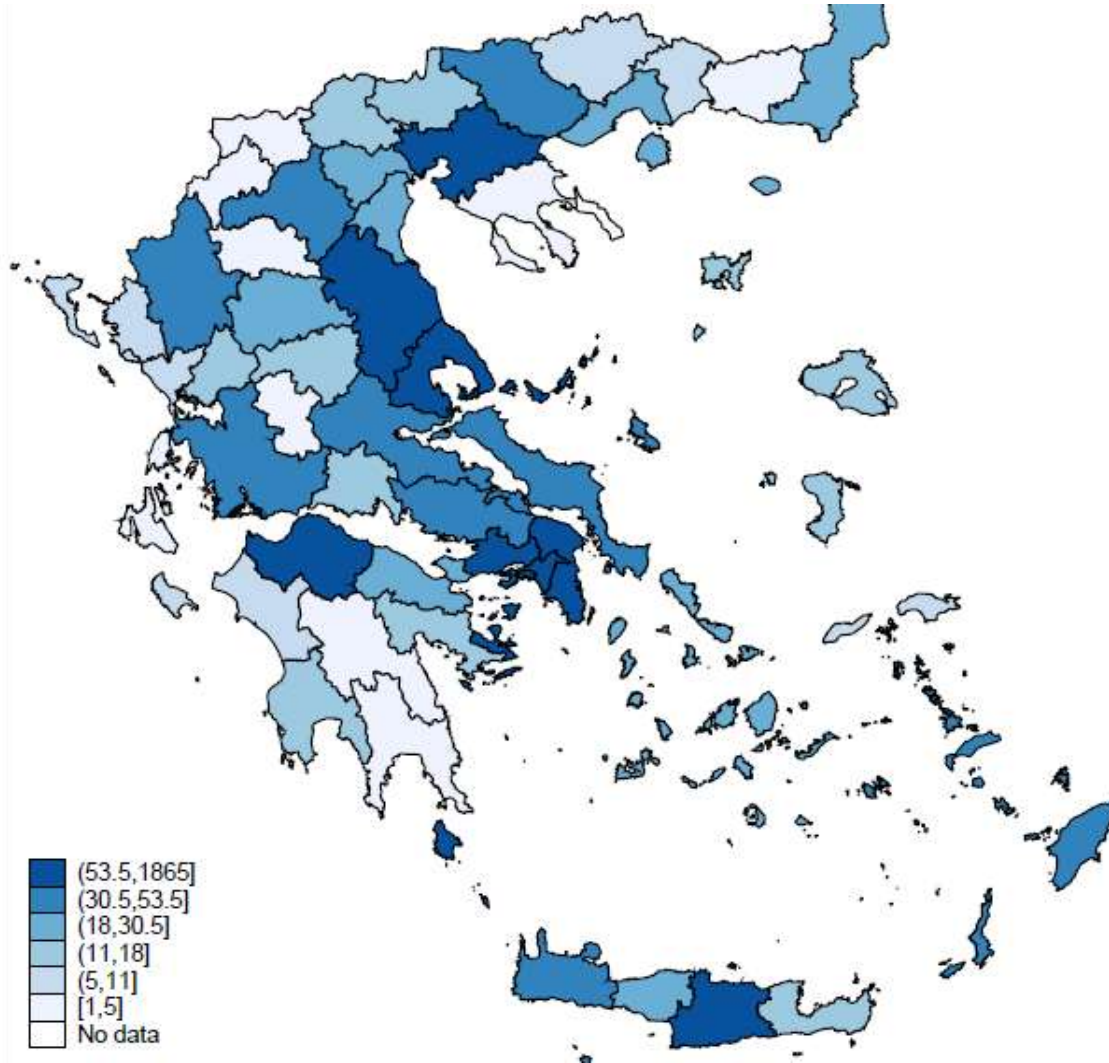
National Patent applications per capita (10.000 citizens)



Distribution of Patent Applications before crisis (NUTS3, 2001-07)



Distribution of Patent Applications during crisis (NUTS3, 2009-14)

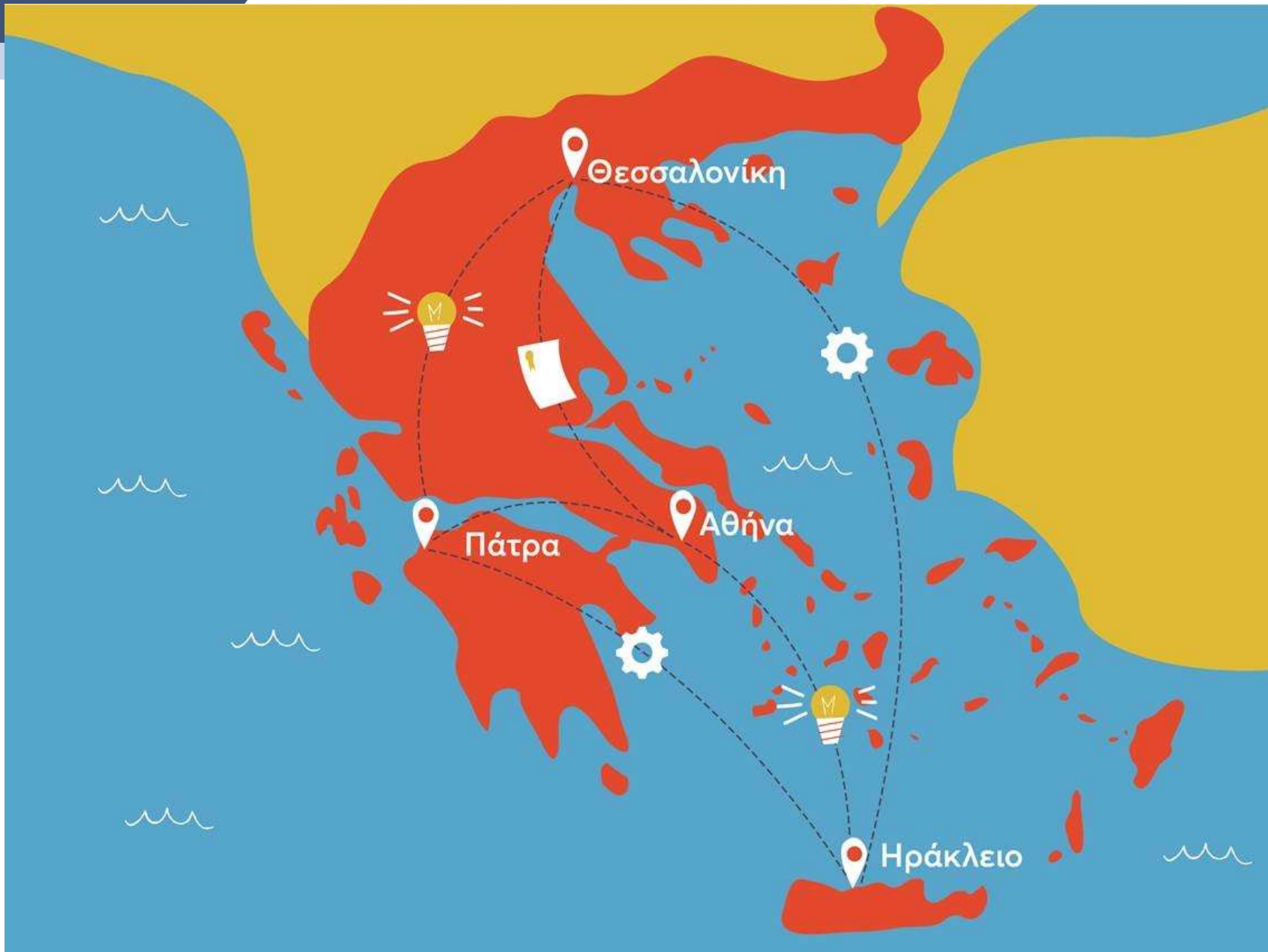




Regional Offices (PatLib)

- The RO encourage and guide the local inventors, institutions and firms to apply for a title through OBI, promoting regional innovation and consequently growth.
- Aim of RO: to provide technological information at both national and international level. The available information suffices for understanding the already established technology

Regional Office	Partnership
Patra	<ul style="list-style-type: none">• Association of Enterprises & Industries of Peloponnese & W.Greece (SEV P&DE)• Patras Science Park
Thessaloniki	<ul style="list-style-type: none">• Aristotle University of Thessaloniki
Heraklion	<ul style="list-style-type: none">• Science and Technology Park of Crete - ITE





OBI activities

- Training seminars/workshops in collaboration with International Organizations in different target groups, such as **Academic Institutions, Research Centers, Business/Industry Associations, Chambers, Small and Medium Enterprises, Enterprise Europe Network (Hellas)** etc.
- Participation in EU programmes in co-operation with other National Agencies and Institutions, **developing tools for the management and exploitation of Intellectual Capital** that will especially assist SMEs in developing policy/strategy for IP.
- The most crucial effort is the development of culture, not only about the importance of protecting intellectual/industrial property, but rather about the importance of technological information → innovation.



Thank you for your attention!

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