

**Assemblies of the Member States of WIPO**

**61<sup>st</sup> Series of Meetings**

**Geneva, Switzerland**

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**General Statement of DENMARK**

Denmark congratulates the chairmanship on its election. We also thank DG Francis Gurry and the Secretariat for all their preparatory work in these unprecedented times.

Denmark would like to take this opportunity to thank the outgoing WIPO Director General Francis Gurry for his impressive and longstanding leadership of WIPO and wish him the best in future endeavors.

Denmark once again congratulates Mr Daren Tang on his appointment as WIPO Director General. We look forward to the collaboration in the years to come and Denmark wishes Mr Daren Tang the best in his new role.

Innovation is a key driver for economic growth. There is a need for research and development to ensure a sustainable growth and thereby combat the multitude of global challenges that society at all levels of development is faced with. In the light of the global pandemic, a strong and balanced IPR system has proved more important than ever. Therefore, in these difficult circumstances it seems particularly important that businesses can count on a robust support from the institutions managing IP.

Against this background IP is a primary instrument in harvesting the fruits of innovation for the benefit of development and economy, as well as for sharing of knowledge and transfer of technology. WIPO plays a key role as the organization is established to promote the protection of IPR globally through cooperation between states.

In this context, efforts must continuously be made to ensure that WIPO deliver cost-efficient IP services that are fit for purpose and thus provide users with premier products.

We would like to briefly inform about a few IP highlights in Denmark:

In 2020, The Danish Patent and Trademark Office carried out a successful awareness campaign against counterfeiting which reached more than 1/3 of the Danish population. The campaign was mainly targeted at youngsters and in collaboration with 9 influencers, we reached 1 million youngsters through social media. In

addition, we reached another million consumers through the media. The message of the campaign was also very well received.

The Nordic Patent Institute (NPI) – a PCT search- and examination authority jointly founded by Iceland, Norway and Denmark – continued to deliver high quality products to its applicants.

In closing, Denmark would like to applaud WIPO's efforts to navigate through these various challenges arising from the global pandemic. Denmark underlines its commitment to contribute in a positive, constructive and pragmatic manner to WIPO and its bodies. The efficient functioning of WIPO's global IP services is important for Danish users and we wish to ensure that WIPO strive to deliver world-class services.

Thank you.