

**Director General's Remarks to the Philippines' 1ST International Copyright Summit
26 November 2021**

Daren Tang

Director General Rowel S. Barba,

Distinguished Delegates and Colleagues,

Ladies and Gentlemen,

On behalf of the World Intellectual Property Organization, it is a pleasure to address the Philippines' first International Copyright Summit.

This week's summit has served as a welcome reminder of the growing importance that the Philippines attaches to the creative industries and their considerable economic potential.

It is estimated that the creative sector is already worth more than 600 billion Filipino Pesos and employs over 14 per cent of the labor force, including in rapidly developing areas such as such mobile apps and video games.

But we also know that the last twenty months have been extremely tough for the creative industries across the Philippines and around the world.

According to data from the Creative Economy Council, the Filipino film, performing arts and heritage sector saw revenues decline by up to 90 per cent last year.

Therefore, it is encouraging that the Philippines is taking action to support the creative industries to rebound strongly from the pandemic, including through the Creative Industries Development Act currently before your parliament.

It is important to remember that South Korea began its push towards the creative industries in 1997 in the aftermath of the Asian Financial Crisis.

Today, 25 years later, the Hallyu wave is sweeping all before it, with BTS generating as much revenue for the local economy as Korean Airlines.

But this has been a 25 year investment, one that holds lessons for all developing economies, particularly for the Philippines, which has climbed more than 30 places in WIPO's Global Innovation Index in the last five years.

The Philippines is also home to a deep pool of creative talent. From the internationally acclaimed designer Kenneth Cobonpue, to the filmmaker Ronnie Del Carmen, to fashion designers such as Michael Cinco and Oliver Tolentino, more and more Filipino creators are making their mark around the world.

But as well as encouraging such creativity, it is crucial that as we take the necessary steps to protect it and establish the foundation for it to be commercialized.

IP rights form the backbone of a well-functioning creative economy and they are the mechanism through which creators are fairly rewarded for their talent and their ideas.

WIPO will continue to work with all our Member States, including the Philippines, to further strengthen the international copyright system and to build global respect for IP rights.

WIPO will also continue to support the development of inclusive creative ecosystems by building IP skills and supporting commercialization in high growth areas.

For example, through our development project on IP and Mobile Applications we are supporting mobile app developers in the Philippines to harness IP as part of their business strategies.

And WIPO will continue to step up our awareness raising activities so that more creators have the knowledge they need to take informed business decisions.

For instance, WIPO for Creators is a new initiative that aims to increase knowledge of IP rights so that creators are fairly compensated for their work, regardless of geography or cultural or economic conditions.

All creators and stakeholders are welcome to join this open initiative.

Dear Colleagues, Dear Friends,

I would like to conclude by once again acknowledging the significance of this week's summit.

I would like to pay tribute to the team at the Intellectual Property Office of the Philippines for organizing this important event and to thank each of the more than 50 speakers for sharing their insights and commitment to the creative industries.

Despite the challenges that we continue to face, this is an exciting time for the creative industries in the Philippines and WIPO looks forward to continuing our work together in the years ahead.

Thank you.