

PART IV: WIPO STRATEGIC FRAMEWORK

Vision: IP is an important tool for the economic, social and cultural development of all countries
Mission: To promote effective protection and use of IP worldwide

Strategic Goal One
 To Promote an IP Culture

Strategic Goal Two
 To Integrate IP in National Development Policies and Programs

Strategic Goal Three
 Progressive Development of International IP Law

Strategic Goal Four
 Delivery of Quality Services in Global IP Protection Systems

Priority Area I.A
 Positive Public Understanding of IP
 1 Public Outreach and Communication
 2 External Coordination

Priority Area I.B
 Strategic Role of IP for Development
 3 Strategic Use of IP for Development
 4 Use of Copyright in the Digital Environment
 5 IP and Public Policy

Priority Area II.A
 Enhancing IP's Role in Development at the National, Regional and Intraregional Level
 6 Africa, Arab, Asia and the Pacific, Latin America and the Caribbean Countries, LDCs
 7 Certain Countries in Europe and Asia

Priority Area II.B
 Strengthening IP Infrastructure and Institutions
 8 Business Modernization of IP Institutions
 9 Collective Management of Copyright and Related Rights
 10 IPR Enforcement

Priority Area II.C
 Strengthening IP Human Resources
 11 The WIPO Worldwide Academy

Priority Area III.A
 Further Development of International IP Law
 12 Law of Patents
 13 Law of Trademarks, Industrial Designs and Geographical Indications
 14 Law of Copyright and Related Rights

Priority Area III.B
 Development of the International Policy and Legal Platform for IP and TK, Traditional Cultural Expressions and Genetic Resources
 15 TK, Traditional Cultural Expressions and Genetic Resources

Priority Area IV.A
 Further Development and Increased Use of the PCT System
 16 Administration of the PCT System
 17 PCT Reform

Priority Area IV.B
 Further Development and Increased Use of the International Registration Systems
 18 Madrid, The Hague and Lisbon Registration Systems

Priority Area IV.C
 Further Development and Use of IP Standards and International Classification Systems
 19 Patent Information, Classification and IP Standards
 20 International Classifications in the Field of Trademarks and industrial Designs

Priority Area IV.D
 Increased Recognition and Use of the WIPO Arbitration and Mediation Center
 21 Arbitration and Mediation Services and Domain Names Policies and Procedures

Strategic Goal Five
 Greater Efficiency of Management and Administrative Support Processes within WIPO

Priority Area V.A		Priority Area V.B	
Enhanced Effectiveness of Management, Program and Budget Processes		Enhanced Effectiveness of Administrative Support Services	
22 Direction and Executive Management	25 Human Resources Management	29 Premises Management	
23 Budget Control and Resource Mobilization	26 Financial Operations	30 Travel and Procurement	
24 Internal Oversight	27 Information Technology	31 The New Construction	
	28 Conference, Language, Printing and Archives		

