

C. N 3952

The Chair of the Coordination Committee of the World Intellectual Property Organization (WIPO), Ambassador François Rivasseau, presents his compliments and has the honor to refer to Note C. N 3926, dated September 30, 2019, inviting candidates for nomination to the post of Director General of WIPO.

A copy of the letter from His Excellency Mr. Gustavo Meza-Cuadra Velásquez, Minister for Foreign Affairs of the Republic of Peru, received on December 30, 2019, proposing the candidacy of Mr. Ivo Gagliuffi Piercechi for the said post is enclosed.

December 30, 2019


François RIVASSEAU

Enclosure: Letter of His Excellency Minister for Foreign Affairs
of the Republic of Peru



Note N° 7-1-M-O/102

The Permanent Mission of Peru to the International Organizations in Geneva presents its compliments to the World Intellectual Property Organization (WIPO), and has the honor to transmit a letter of the Minister of Foreign Affairs of Peru, Ambassador Gustavo Meza-Cuadra Velásquez, addressed to the Chairman of the WIPO Coordination Committee, Ambassador François Rivasseau.

In the aforementioned letter the Government of Peru nominates Mr. Ivo Gagliuffi Piercechi, Chairman of the Board of Directors of the National Institute for the Defense of the Competition and the Intellectual Property of Peru (INDECOPI), as its national candidate for the election to the post of WIPO Director General.

The Permanent Mission of Peru to the International Organizations in Geneva avails itself of this opportunity to renew to the World Intellectual Property Organization (WIPO) the assurances of its highest consideration.



Geneva, 30th December 2019

To the World Intellectual Property Organization (WIPO)
Geneva.-

NON-OFFICIAL TRANSLATION

Note RE (DGM) N° 7-5-L/1

Lima, December 27, 2019

His Excellency,

I am pleased to address Your Excellency, in relation to your Note CN 3926-04, of September 30, 2019, regarding the presentation of nominations for the position of Director General of the World Intellectual Property Organization (WIPO), in order to present Mr. Ivo Gagliuffi Piercechi, current President of the Board of Directors of the National Institute for the Defense of Competition and Protection of Intellectual Property - INDECOPI, as a candidate of the Government of Peru for the aforementioned position.

This decision is based on the conviction that, thanks to his training, experience and qualities, Mister Gagliuffi Piercechi is the right person to contribute to the work of WIPO in order to provide Member States with services that expedite the use of the intellectual property system, as well as to reinforce the organization's role in achieving the Sustainable Development Goals, with the purpose of promoting the innovation, competitiveness and creativity necessary to be able to achieve those goals for the benefit of all.

Mr. Gagliuffi Piercechi is a professional lawyer with more than 20 years of experience, in the public and private sectors, within subjects such as intellectual property, competition, consumer protection, advertising law, dumping and subsidies, bankruptcy law, as well as general administrative law. Amongst other recognitions, he was chosen one of the five most recommended lawyers in Peru in Competition Law and Bankruptcy Procedures, by the English publications Practical Law-Which Lawyer (2006–2008), and Chambers & Partners (2009, 2010, 2011).

To Your Excellency
François Rivasseau
Chairman of the Coordination Committee
World Intellectual Property Organization (WIPO)
Geneva.-

From his position in the public sector, Mr. Gagliuffi Piercechi has participated in several high-level projects in international forums. He is especially recognized for his leadership and consensus building skills, as well as for his accomplishments in formulating public policies and regulations that have improved the procedures of the National Institute for the Defense of Competition and the Protection of Intellectual Property - INDECOPI, using technology to bring them closer to citizens with a social and inclusive approach to intellectual property. His resume is accompanied.

I take this opportunity to express to Your Excellency the assurances of my highest and most distinguished consideration.

Gustavo Meza-Cuadra Velásquez
Minister of Foreign Affairs

Nota RE (DGM) N° 7-5-L/1

Lima, 27 DIC. 2019

Excelentísimo señor Embajador,

Tengo el agrado de dirigirme a su Excelencia, con relación a su Nota C.N 3926-04, de fecha 30 de setiembre de 2019, relativa a la presentación de candidaturas para el cargo de Director General de la Organización Mundial de la Propiedad Intelectual (OMPI), a fin de presentar al señor Ivo Gagliuffi Piercechi, actual Presidente del Consejo Directivo del Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual – INDECOP, como candidato del Gobierno del Perú para dicho cargo.

Esta decisión se fundamenta en la convicción que, gracias a su formación, experiencia y cualidades, el señor Gagliuffi Piercechi es la persona idónea para contribuir con el trabajo de la OMPI de brindar a sus Estados miembros servicios que les faciliten el uso del sistema de propiedad intelectual, así como para fortalecer el rol de la organización en la consecución de los Objetivos de Desarrollo Sostenible, con miras a impulsar la innovación, la competitividad y la creatividad necesarias para la lograr cumplir con dichos objetivos, en beneficio de todos.

El señor Gagliuffi Piercechi es abogado de profesión con más de 20 años de experiencia, tanto en el sector público como en el privado, en materias de propiedad intelectual, competencia, protección del consumidor, derecho de la publicidad, dumping y subsidios, derecho concursal, así como derecho administrativo en general. Entre otros reconocimientos, fue elegido uno de los cinco abogados más recomendados en el Perú en Derecho de la Competencia y Procedimientos Concursales, por las publicaciones inglesas Practical Law-Which Lawyer (2006–2008), y Chambers & Partners (2009, 2010, 2011).

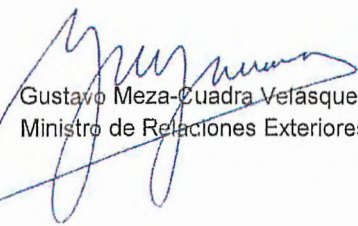


Al Excelentísimo Embajador
François Rivasseau
Presidente del Comité de Coordinación
Organización Mundial de la Propiedad Intelectual (OMPI)
Ginebra.-

Desde su posición en el Estado, el señor Gagliuffi Piercechi ha participado en diversos trabajos de alto nivel en foros internacionales. Es especialmente reconocido por sus habilidades de liderazgo y construcción de consensos, así como por sus logros para formular políticas públicas y regulaciones que han mejorado los procedimientos del Instituto Nacional de Defensa de la Competencia y de la Protección de la Propiedad Intelectual – INDECOPI, haciendo uso de la tecnología para acercarla a la ciudadanía con un enfoque social e inclusivo de la propiedad intelectual. Se acompaña su hoja de vida.

Aprovecho esta oportunidad para expresar a su Excelencia las seguridades de mi más alta y distinguida consideración.




Gustavo Meza-Cuadra Velásquez
Ministro de Relaciones Exteriores

CURRICULUM VITAE of Mr. IVO GAGLIUFFI

Chairman of the Board of Directors of the National Institute for the Defense of the Competition and the Intellectual Property of Peru – INDECOPÍ



SUMMARY

Lawyer from University of Lima (1998) with postgraduate studies in Competition and Intellectual Property at University of Salamanca of Spain, among others. More than 20 years professional experience, both in private and public sectors, particularly in Intellectual Property as well as Competition, Consumer Protection, Advertising Law, Dumping and Subsidies, Bankruptcy and Administrative Law. Has been an attorney at prestigious Peruvian law firms. In 2016, was appointed by the Peruvian Government as Chairman of the Board of Directors of the National Agency in charge of Intellectual Property, Competition and Consumer Protection, INDECOPÍ¹

. Extensive academic activity as lecturer in several universities, speaker in local and international events and collaborator for legal publications. Mr. Gagliuffi has represented his country in the most important international forums as WIPO, IBEPÍ, PROSUR and ASIPI (Intellectual Property), UNCTAD (Competition and Consumer Protection), OECD (Competition and Consumer Protection), ICN (Competition), etc.

In recognition of his leadership and consensus building skills, he was awarded the Global IP Champions 2019 by the American Chamber of Commerce of the United States of America.

During his appointment as INDECOPÍ's Chairman, his main achievements are: modern public policies and regulation to update, simplify and expedite proceedings; technological and digital transformation; and an inclusive user focused approach offering free web based products and services. His main concern is to get public services closer to citizens, particularly in the Intellectual Property area.

Regarding his relationship with WIPO, he has promoted the adherence of Peru to several of its treaties as well as its implementation (Singapur, Marrakesh, Ginebra, etc.; the use of many of its products (IPAS, CATI Net, Editors' Circle, among others), joint organization of several national and international events, and fostering international cooperation in Latin America with the IP Key Project of the EUIPO.

¹ National Institute for the Defense of the Competition and the Intellectual Property

His Working Plan Proposal for the WIPO covers in general lines:

- consolidation of WIPO's digital services using AI and blockchain
- bring Intellectual Property closer to SMEs and natural people, to increase awareness of its importance and advantages by a "World Intellectual Property Culture"
- boost of international policies and strategies to provide capacity building and/or support to Member States in their fight against physical and digital piracy
- promote a Virtual Catalogue of Best Practices in Intellectual Property managed by WIPO, that collects the best practices of the IP Offices worldwide, to foster positive exchanges and improvements in policies and products
- promote a more comprehensive vision of the Intellectual Property with related disciplines as Competition and Consumer Protection to maximize its impact in benefit of the people.

PERSONAL INFORMATION

Year of Birth: 1974
Nationality: Peruvian
Family Status: Married, 1 daughter
Languages: Spanish, English

EDUCATION

1998: **Bachelor of Law**
University of Lima

2003: **Postgraduate Course on Commercial Law (Competition Law and Trademarks)**
University of Salamanca (Spain)

2003: **Postgraduate Course on Legal Institutions of the Market Economy**
Peruvian University of Applied Sciences – UPC (Peru)

2005: **Postgraduate Course on Defense of Competition in Infrastructure Sectors**
Argentinian University of the Enterprise – UADE (Argentina)

PROFESSIONAL EXPERIENCE

1999 - 2006: **Ferrero Law Firm (currently merged into Phillipi, Prietocarrizosa, Ferrero, DU & Uría – PPU)**
Partner

Founder and Head of the Competition and Intellectual Property Area

2006 – 2016: **Lazo, De Romaña & Gagliuffi Law Firm (currently Lazo & De Romaña Law Firm)**
Founding Partner

Founder and Head of the Competition, Intellectual Property and Consumer Protection Areas

2016 –
present:

National Institute for the Defense of the Competition and the Intellectual Property – INDECOPI of Perú
Chairman of the Board of Directors

Peruvian Agency of Competition, Consumer Protection and Intellectual Property, having a quite particular nature worldwide due the different topics in charge and the consequent holistic vision and use of synergies between them. INDECOPI counts with approximately 1800 employees and 26 offices nationwide.

Achievements during the first three years of mandate in INDECOPI, specifically in Intellectual Property are as follows:

- **Legislative work:** Elaboration of the first Peruvian Intellectual Property National Policy with the support of WIPO; adhesion to Singapore Treaty; implementation of Marrakesh Treaty through the modification of the Peruvian Copyright Act, as well as proposal for the approval of the Geneva Act, both pending of ratification by the Peruvian Congress; activation of the adhesion procedure to the Classification treaties of Niza, Locarno, Viena and Estrasburgo; elaboration and approval of three acts (by Legislative Decrees of the Executive Branch) that modified Peruvian regulations of Intellectual Property and, thus, update, simplify and expedite trademark, patents and copyright proceedings, as well as the recognition of the Geographical Indications and Traditional Guaranteed Specialties as Intellectual Property figures that Peru can recognize; elaboration of an Act that improves the identification and increase the punishment of CamCording's crime, pending of approval by the Peruvian Congress; elaboration of the first Peruvian Antipiracy Bill.
- **Administrative management of IP rights in 2019:** Historical record in Peru of 100% of Intellectual Property proceedings are processed and solved within legal deadlines (trademarks, patents and copyright); 10% increase in the trademarks registration filings and 60% of the patents registration filings; 22% growth in granting of patents; impulse of the Commission for the Fighting of Biopiracy that defends Peruvian genetic resources and traditional knowledge of the Peruvian indigenous people; intensification of antipiracy actions in digital environment, getting positive results in emblematic cases for Peru.
- **Use of WIPO's IP products:** Activation of the implementation of the IPAS system to digitalize Intellectual Property proceedings in Peru; creation of the first Centers for the Support of the Technology and Innovation in Peru (CATI Net Peru) that in just 18 months achieved 32 CATI in 14 Peruvian regions; realization of 21 Intellectual Property national and regional events with WIPO since 2017 to present; adhesion to the Editors Circle for the promotion of creative industries in Peru.
- **Improvements in INDECOPI's IP products:** Reinforcement of the Intellectual Property's Advisory Services Platform, that provides information to more than 50,000 users annually, specially SMEs and natural people; Creation of the Electronic Gazette in 2017, that replaces the paid publications of petitions for registration of trademarks, patents of invention and utility models, and industrial designs: having generated in its first 2 years savings of approximately US\$ 6 Million to users, with reduction of the deadlines for the registration of trademarks in an average of 38 working days and in 2 years patents' registrations average, being a

historical record for Peru; Collective Trademarks National Program, that achieved 4000 new collective trademarks in just the 2 years compared to 200 register before. The program has benefited low income producer associations with the registration of their collective trademarks, without any cost and also with a fast track of 32 working days in average for the issue of the certificates; "Busca Tu Marca" (Find Your Trademark), first intuitive and free finder of registered trademarks, to help users to choose a trademark, without the necessity of any legal advisory; "Patenta Program" that offers free advice to inventors to protect their patents; the annual fair "Expo Patenta" that showcase invents to the public and awards the best ones by votes of the audience and an specialized jury; "Inventors of the Future" aimed at school student inventors, promoting Intellectual Property culture among the youngest; "Peruvian Patent Marketplace". a digital platform for the exhibition of inventors and designers for business opportunities; Virtual Catalogue of Copyright Free Works, the first one in Peru to promote the development of the editorial industry.

- **Experience in the cooperation field and participation in the international circuit:** Adhesion of Peru to Global PPH; subscription of PPH agreements with Japan, Spain, Pacific Alliance countries (Colombia, Chile and Mexico) and with PROSUR member countries (Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Paraguay, Uruguay); currently in charge of the Pro Tempore Presidency of PROSUR until July 2020; cooperation with the EUIPO's IP Key Program, with the support of UPOV and CPVO; signing of cooperation agreements with IP Offices of France, Spain, Japan, Brazil, Dominican Republic, among others. Due to his position at INDECOPI, the candidate is active in several high level private and public forums of the international circuit, like WIPO, IBEPI, PROSUR and ASIPI (Intellectual Property), UNCTAD (Competition and Consumer Protection), OECD (Competition and Consumer Protection), and ICN (Competition).

Likewise, his expertise at INDECOPI has allowed the candidate the following achievements in the administrative and institutional management: Use of a Digital Diary of officers appointments for better internal coordination and external transparency ; First Teleworking project in Peruvian Public Sector; implementation of a Gender Equality Policy to increase awareness and monitoring of its progress; new communications policy that positions the organization within traditional media and specially in social one, but using a reader friendly language.

ACADEMIC APPOINTMENTS

Has been lecturer at University of Lima Law School, in Bankruptcy Law; at Pacific University Postgraduate School in the Consumer Protection Law course; Peruvian University of Applied Sciences Postgraduate School teaching Unfair Competition Law. Likewise, he has given several keynote talks about Competition Law and Consumer Protection Law at different universities as Pontifical Catholic University of Peru, San Martín de Porres and recently in the University of Granada of Spain.

Has been main speaker and panelist in a significant number of national and international events in Peru and abroad, in a range of topics like Competition, Intellectual Property, Consumer Protection, Unfair Competition, Advertising, Elimination of Bureaucratic Barriers, Bankruptcy and Administrative Law.

Has written many articles in law journals, as well as in collective works, in a variety of subjects as Competition, Intellectual Property, Consumer Protection, Unfair Competition, Advertising, Elimination of Bureaucratic Barriers, Bankruptcy and Corporate Law.

Has been member of the Consultive Board of the journal *ADVOCATUS*, published by the students of the School of Law of the University of Lima, since September 2001.

Has been member and Past President of the Legal Affairs Committee of the American Chamber of Commerce of Peru (AmCham Peru).

HONOURS

Has been distinguished with the prize Global IP Champions 2019 awarded by the American Chamber of Commerce of the United States for the promotion of the defense and protection of the IP rights in Peru.

Has been voted by students as the Best Lecturer in the Postgraduate School of the University of the Pacific of Peru in 2016.

Has been designated as one of the most recommended Peruvian lawyers in Competition and Bankruptcy by the English publications Practical Law – Which Lawyer? Chambers & Partners and Legal 500, between years 2006 and 2016, before his mandate in INDECOPI.

Has been designated as one of the best 20 lawyers in Peru under 40 years (Top 20 under 40) by the prestigious English magazine Latin Lawyer (December 2003).

WORKING PLAN PROPOSAL FOR WIPO

The Working Plan Proposal of the candidate for WIPO consists, in general lines, in the following points:

- Deepen WIPO's digital agenda by using technology in its services (specially the use of AI and blockchain).
- Bring Intellectual Property closer to SMEs and natural people, to increase awareness of its importance and advantages, creating a "World Intellectual Property Culture" through educational programs for children and teenagers, as well as persuasive actions that generate incentives for economic agents, specially the informal ones with the aim that they can register their own trademarks and respect IP rights of third parties.
- Boost the development of international policies and strategies to provide capacity building and/or support to Member States to fight against physical and digital piracy, incorporating other stakeholders as Customs, Police and Prosecutors.
- Promote the creation of a Virtual Catalogue of Best Practices in Intellectual Property managed by WIPO, that collects the best practices of the IP Offices worldwide, to foster positive exchanges and improvements in policies and products.
- Foster the use of the Intellectual Property system in relevant socioeconomic sectors, principally through Intellectual Property elements that promote the associativity and give added value to the economic activities, such as collective trademarks; as well as to promote SMEs innovation as an actor that can maximize benefits from the PCT and energize it even more.

- Promote a more comprehensive vision of the Intellectual Property with related disciplines as Competition and Consumer Protection to maximize its impact in benefit of the people
 - Boost a more intensive WIPO's communication policy through traditional media and particularly social networks, informing its actions and goals, using a user-friendly language that brings it closer to all the Intellectual Property's world ecosystem.
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