

NOTE TO THE PRESS

Japanese Innovation Supports Global Initiative to Promote Green Technologies

Tokyo, January 30, 2013 – WIPO Director General Francis Gurry, during an official visit to Tokyo on January 30, 2013, welcomed support by Japanese companies to WIPO GREEN, a public-private sector collaboration that facilitates the transfer of green technologies to developing countries.

“Participation by innovative Japanese companies was the original driver for [WIPO GREEN](http://www.wipo.int/green) (www.wipo.int/green) Mr. Gurry said. He added “By bringing together multiple players, WIPO GREEN promises to stimulate innovation for the development of environmentally sound technologies (ESTs) and accelerate the adaptation, adoption and deployment of green technologies.”

In Tokyo, Mr. Gurry met with the representatives of the Japanese Business Federation (Keidanren) and the Japan Intellectual Property Association (JIPA), to discuss ways to advance support and increase participation in WIPO GREEN. Keidanren groups over 1,200 Japanese companies, 127 nationwide industrial associations and 47 regional economic organizations.

WIPO GREEN is designed to improve knowledge of and access to existing green technologies and to help in the search for solutions to specific climate change-related technology challenges on the one hand, and to provide additional marketing and partnership opportunities on the other hand. It achieves this by matching the available technologies, know-how and expertise of “technology providers” with the expressed needs of “technology seekers”. It is, in sum, a hub that makes it easier for would-be partners to connect with each other.

In addition to the support from the Japan Patent Office, JIPA, along with other industry partners, has played a key role in shaping the development of WIPO GREEN. Industry plays a pivotal role in bringing about green innovation and fostering its broad diffusion and is, therefore, a natural partner in this endeavor. The technologies on offer reflect this role. They cover a wide range of technical fields with a concentration of renewable energies.

“WIPO GREEN provides opportunities to Japanese industry to prove to the world that Japan has a lot of innovative technologies.” said Dr. Ryoji Chubachi, Co-Chairman of Committee on Industrial Technology, Keidanren, Vice Chairman of Sony.

JIPA Executive Managing Director, Naoto Kuji, called on Japanese industry to participate widely in WIPO GREEN. “This is a unique opportunity for Japanese industry to take the lead in stimulating further innovation in ESTs,” he said. Mr. Kuji added “Back in April 2010, JIPA proposed WIPO to create a green technology market place on web and we are grateful to WIPO for initiating and overseeing the development of WIPO GREEN based on the market place concept which I hope will be used by many Japanese innovators to share their knowledge and expertise.”

While the mechanism is designed to facilitate the transfer of green technologies, its role does not extend to establishing specific agreements for technology transfer. Any transactions that take place will be the subject of individually negotiated agreements between the parties concerned, allowing for greater flexibility in business decisions. Such an approach is also more suited to the multifaceted reality of the technology transfer environment.

For more information, please see:

WIPO GREEN webpage: www.wipo.int/green

WIPO Magazine, No.3 - June 2012: http://www.wipo.int/wipo_magazine/en/2012/03/article_0006.html

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WIPO GREEN Users (Technology Providers and Seekers)

Technology Providers

- * CERN (Switzerland)
- * Fujitsu Limited (Japan)
- * General Electric Company (United States)
- * Hitachi, Ltd., (Japan)
- * Honda Motor Co., Ltd. (Japan)
- * JGC CORPORATION (Japan)
- * Massachusetts Institute of Technology (United States)
- * Quantum Design Japan, Ltd. (Japan)
- * Rural Environment Research Association (Japan)
- * Simpa Networks, Inc. (India)
- * Stanford University (United States)
- * University of Geneva (Switzerland)
- * UTM, Universiti Teknologi Malaysia (Malaysia)
- * Waseda Environmental Institute (Japan)

Technology Seekers

- * Association pour la Gestion de l'Environnement et le Developpement - AGED (Burkina Faso)
- * KOE Technology Investment co., Ltd. (China)
- * Shanghai Technology Transfer Exchange (China)
- * SIG (Switzerland)

ABOUT WIPO

The World Intellectual Property Organization (WIPO) is the leading global forum for the promotion of intellectual property as a force for innovation and creativity to achieve positive change.

A specialized agency of the United Nations, WIPO assists its 185 member states in developing a balanced international IP legal framework to meet society's evolving needs. It provides business services for obtaining IP rights in multiple countries and resolving disputes. It delivers capacity-building programs to help developing countries benefit from using IP. And it provides free access to unique knowledge banks of IP information.