

PRIME MINISTER'S SPEECH  
NATIONAL CONFERENCE  
ON WORLD INTELLECTUAL PROPERTY DAY  
3<sup>rd</sup> May, 2010

Dear Ministers, Secretaries, heads of organizations and IP

Stakeholders from public and private sectors

Syed Khalid Mahmood Bukhari, Director General, IPO-Pakistan

Distinguished Diplomats

Honorable Guests

Ladies and Gentlemen

Assalam-o-Alaikum and Good Evening

I wish to congratulate Syed Khalid Mahmood Bukhari, Director General, IPO-Pakistan, organizers and sponsors for the time and effort put into organizing this conference.

I would also like to appreciate the keen interest of the representatives of the public and private sector and distinguished guests demonstrated through their participation in this conference.

Ladies and Gentlemen

Innovative technologies are tools for creating a real global society. The intellectual property system plays a primary role in this linking process.

It gears towards promoting the sharing of information. It offers incentives to innovate and compete. In fact it promotes the cooperation required to meet the gigantic global challenges, such as climate change and ever growing energy needs, confronting us all.

Global economic development in terms of economic openness has been increasing and is leading to eminent changes in international economic integration. This results in higher level of trade across borders. This integration within the global economy is a process that has already gained momentum with the explosion of knowledge, and of science and technology. The range and scope of economic activity amongst inhabitants of different countries is increasing.

Intellectual Property is increasingly being recognized as a power tool for entrepreneur development in the competitive environment. It involves appropriate utilization of intangible assets like knowledge, information, creativity and innovation, which are rapidly sharing the management focus with tangible assets, as the driving forces of economic growth.

Ladies and Gentlemen

The acknowledgment of the creators and inventors of intellectual property, the protection of their rights and the rights of those who invest in making of their creation, and commercialization of their creative products, contribute to sustainable economic growth. Intellectual Property is an important factor in worldwide economic growth and in all knowledge and technology based industries and businesses. This is observed especially in the economic development achieved by some countries in the 1990's. In these countries, rapid knowledge creation, including the emergence of new technologies, resulted in policy changes regarding intellectual property and adoption of new intellectual asset management policies

which reinforced this growth. These encouraging models of development strongly suggest that a healthy Intellectual Property system is a key in attracting direct foreign investment.

Ladies and Gentlemen

We have the firm belief and concern that protection of intellectual property rights is everyone's responsibility, as counterfeit goods negatively affect the society. Ever since cutting-edge advances in modern biotechnology, space technology, information technology, and their deployment in national policies have become necessary, issues of intellectual property rights have assumed great importance. As a result, new models of the innovation chain have begun to emerge. In this scenario, lack of information about the usefulness of intellectual property protection has often led to a certain mindset amongst an important section of public opinion, largely based on misinformation. Empowering the society with knowledge of potential socio-economic value of intellectual property is essential for completing the innovation chain. It is thus necessary not only to enhance basic awareness but also to upgrade legislation, strengthen infrastructural capabilities and fill in the gaps that still remain in these areas. With fast emerging technologies, legislation might not be static and have to be in step with the emerging technologies and national economic needs, hence there is a necessity of constantly upgrading and modernizing intellectual property legislation.

We have a firm belief that weak intellectual property rights protection makes it nearly impossible for artists, inventors, and creators to have rights over the use of their creations. Everyone has a stake in protecting intellectual property rights - the creator has a right to reap the financial benefits of his inventions; the consumers deserve to know that the product they are buying or what their children are ingesting is safe and genuine; and companies need the stability in their operations and protection of their rights in order to justify their investments.

Ladies and Gentlemen

The Governments too lose enormous revenue from not being able to collect appropriate taxes from legitimate market players who lose market share by counterfeiters selling their goods on the black market. The Government of Pakistan being fully cognizant of interests of creators, business community, consumers and its national and international commitments and obligations, has established the Intellectual Property Organization as an integrated IP management body. It is heartening to note that performance and achievements of IPO-Pakistan during its short span of existence has been commendable in arousing public awareness, sensitizing the consumers of their legitimate rights to opt for genuine and branded products and services, negate counterfeiting and piracy, fostering fair trade practices and improvement in service delivery in protection of IP rights and enforcement coordination to wage a war against unfair trade practices.

Distinguished Guests

Let me assure you that we are fully alive and have unwavering resolve that a lot more needs to be accomplished to watch the interests of the consumers. They definitely need access to the genuine and safe goods for which they are paying. We are committed to improve our image in the comity of nations as a responsible and Intellectual Property compliant nation. We would strengthen our laws and penalties to curb counterfeiting and piracy which are eating into the vitals of our national economy. We should transform our weakness into our strengths to catch up with the developed countries. We cannot motivate new technologies and innovations and attract investment in the country unless we assure fair business practices. In order to achieve these cherished goals and objectives, we need to continue to engage the Media and to explore new avenues for disseminating clear and accurate information to the public of their legitimate rights.

I call upon all segments of society, public and private functionaries, print and electronic media and IPO-Pakistan in particular to come forward to focus their strategies and efforts for public education and awareness, true information dissemination, detection of counterfeit products and cooperation with the

enforcement organizations in the fight against unfair trade practices to ensure access to the legitimate stuff.

We need to transform IPO–Pakistan as a vibrant and strong institution to wage a crusade against piracy and infringement of IP rights in national interests with the cooperation of the media, stakeholders, business community, intelligentsia, and enforcement agencies. My government will provide full cooperation and assistance in this regard.

The demand made by DG IPO for the construction of a modern Head Office and integrated IPO Registries, and for IPO enforcement would be considered in consultation with relevant ministries and departments.

Thanks you.

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