



IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

Intellectual Property Offices as Innovation Agencies

Micro, Small and Medium-Sized Enterprises and Intellectual Property

Bern, Singapore

August 24, 2020

Dr. Hansueli Stamm

Chief Economist

Agenda

- 1. Innovation in Switzerland**
- 2. Swiss MSMEs and Innovation**
- 3. IP Services for Innovative Enterprises**

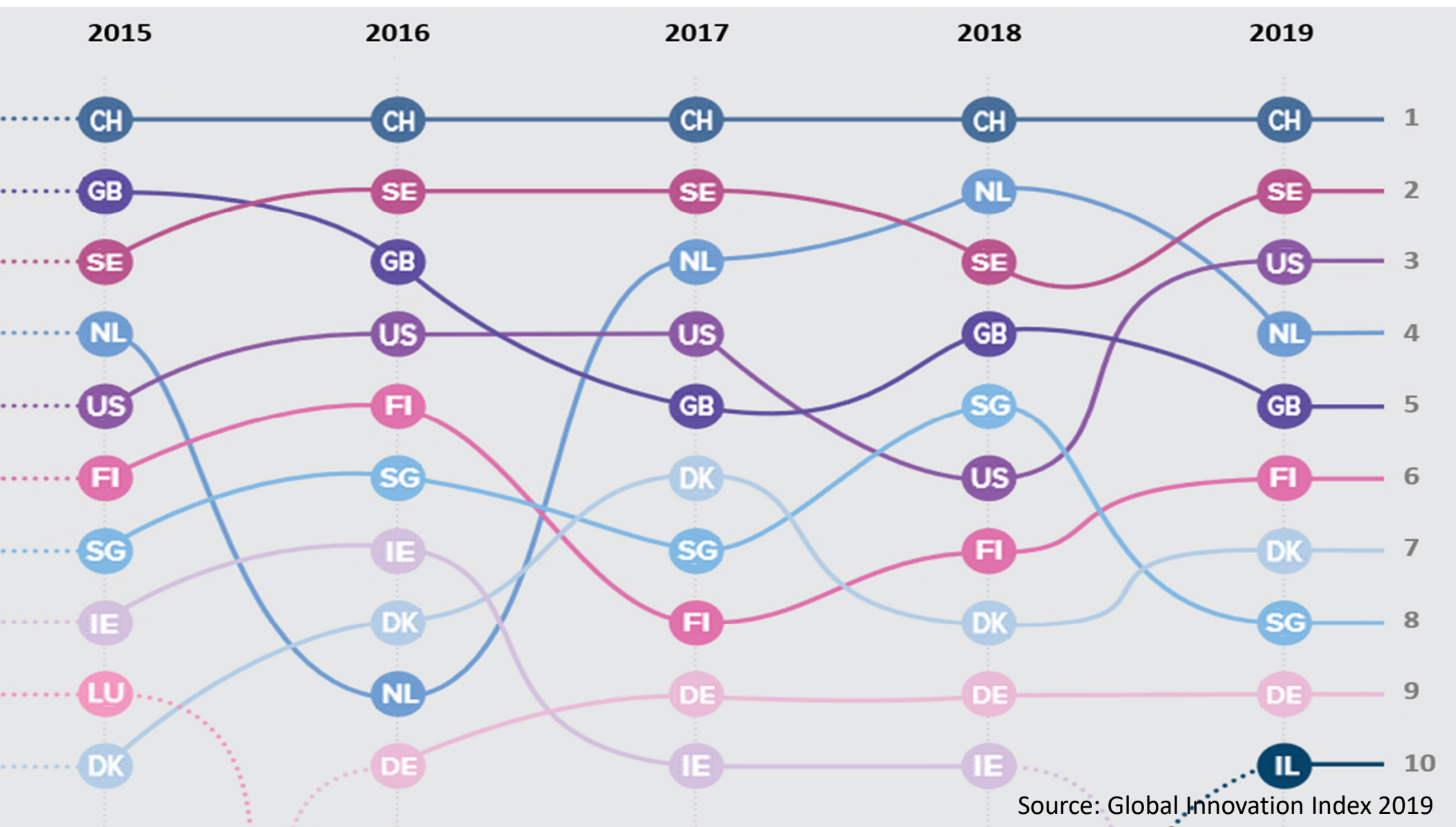
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- 1. Innovation in Switzerland**
2. Swiss MSMEs and Innovation
3. IP Services for Innovative Enterprises





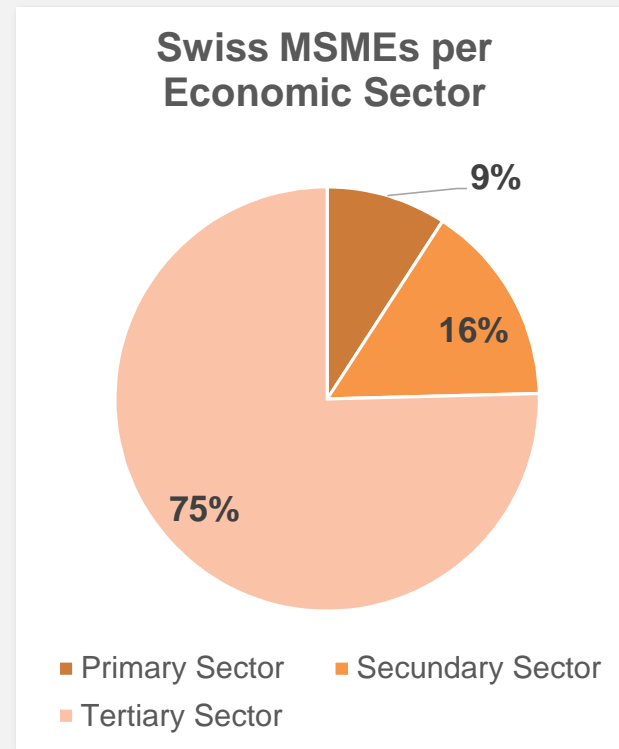
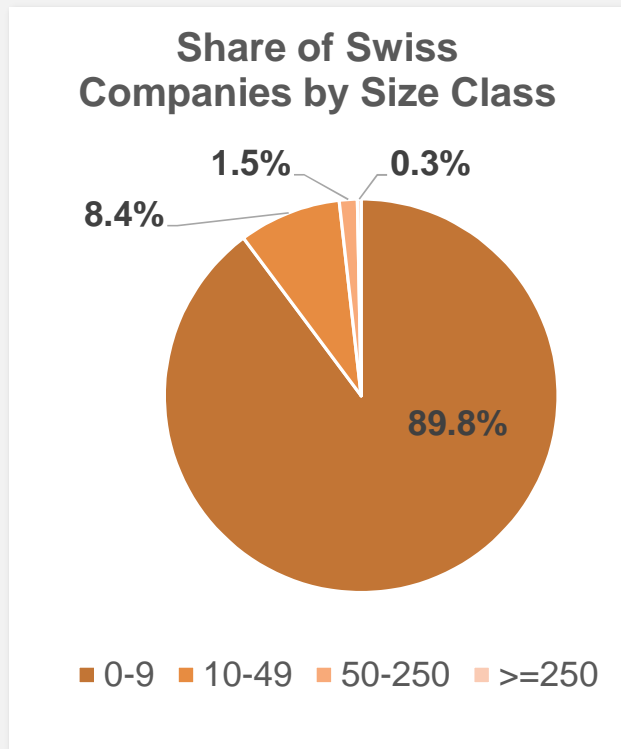
Photo by Evan Qu on Unsplash



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- 2. Swiss MSMEs and Innovation**
3. IP services for innovative enterprises

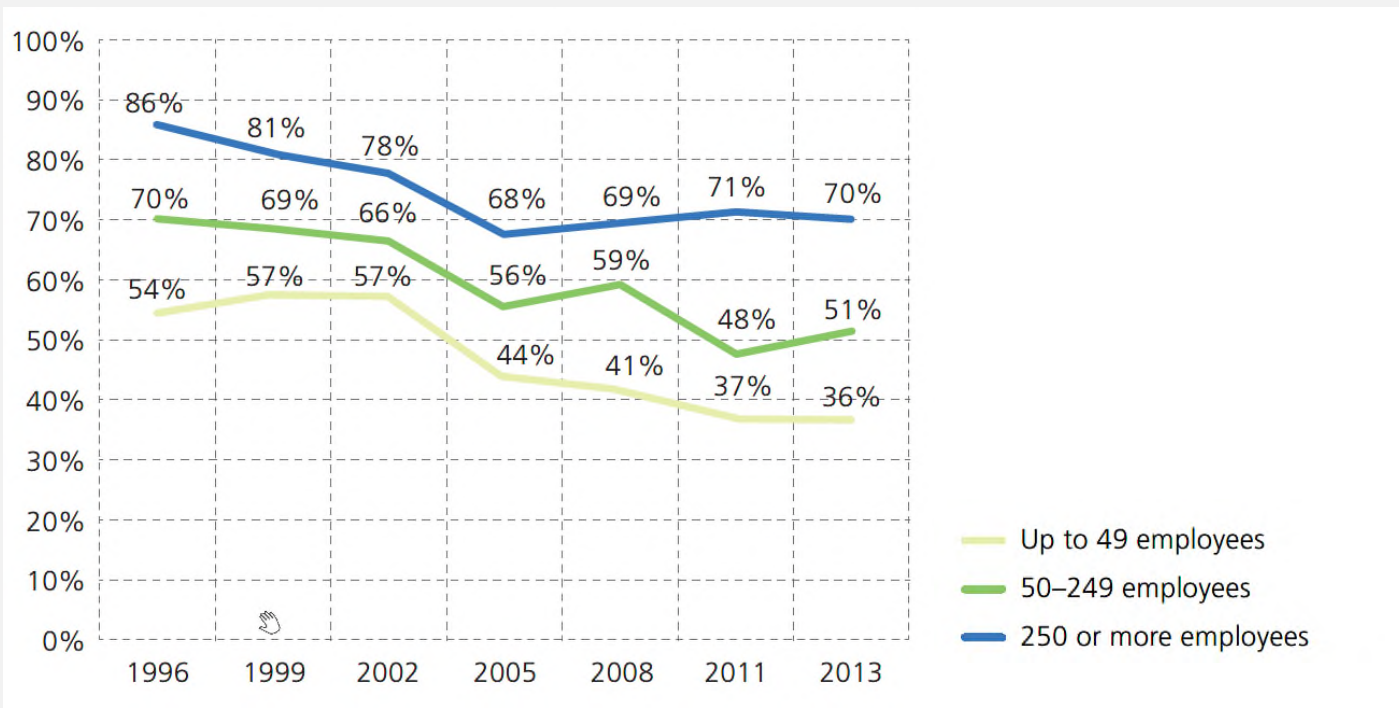
1. MSMEs in Switzerland



Source: Swiss Federal Statistical Office, 2016

1. MSMEs in Switzerland

Firms with product and/or process innovations in the last three years (by size)

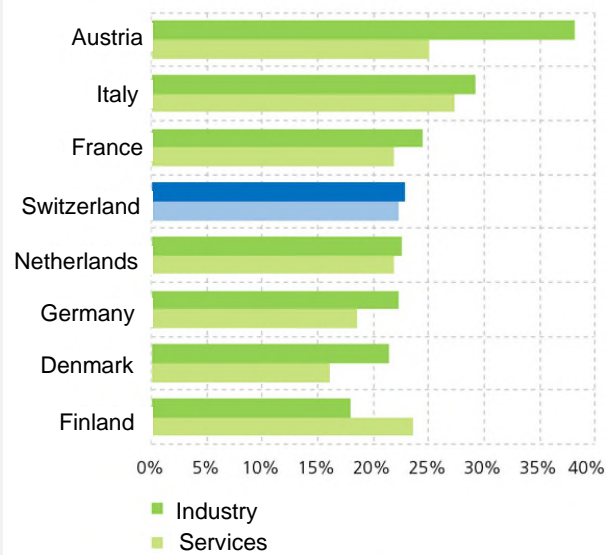


Source: Bergmann & Volery, 2016

2. Swiss MSMEs and Innovation

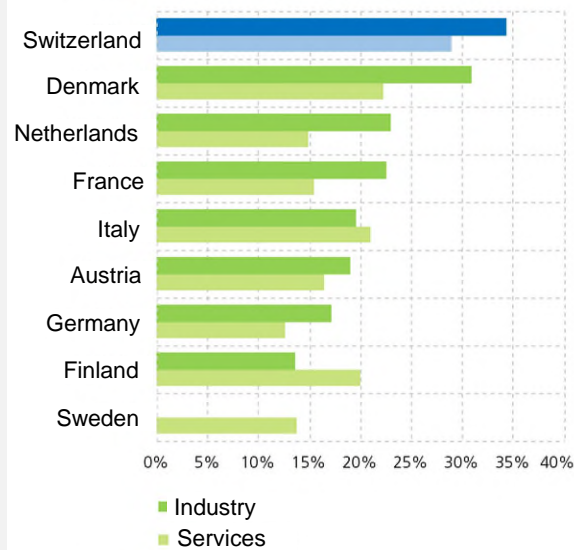
Share of turnover of innovative products in SMEs

Share of turnover of innovative products in *smaller* SMEs (10-49 employees), 2014



The percentages refer to companies with innovations.
 No data available for Sweden
 Switzerland, 2014-2016: Services 32.7%; Industry 30.5%
 Source: Eurostat, KOF

Share of turnover of innovative products in *larger* SMEs (50-249 employees), 2014



The percentages refer to companies with innovations.
 Switzerland, 2014-2016: Services 25.8%; Industry 20.3%
 Source: Eurostat, KOF

Source: State Secretariat for Education, Research and Innovation SERI

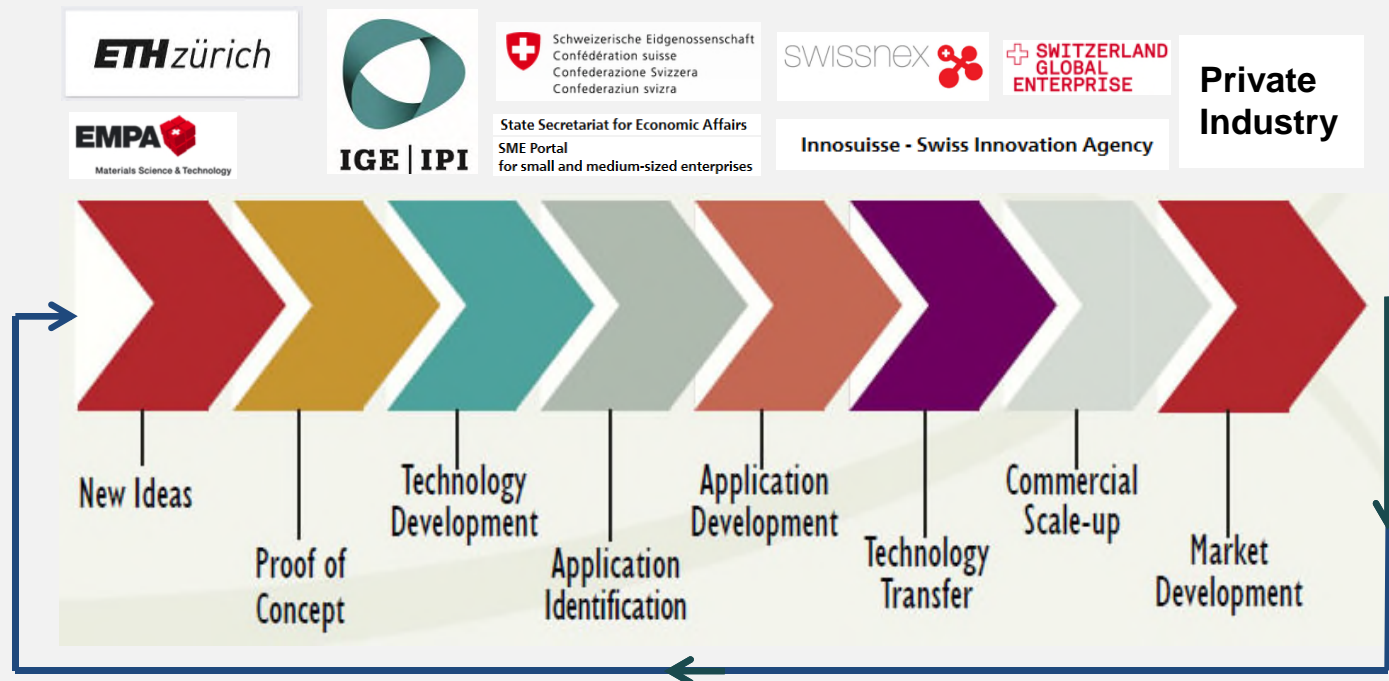
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3. IP Services for Innovative Enterprises

The Innovation Chain

Successful partnership(s) between the public and private sector promote innovation



3. IP Services for Innovative Enterprises

“Traditional” services

- Brochures for free (download or printed)
- Homepage with specialised content for SME (sme.ipi.ch)
- IP Advisory Network
- Contact center
- Training courses / seminars



3. IP Services for Innovative Enterprises

Productive use of IP data

- **Assisted patent search**
 - ½ day or 1 day at the IPI or via teleconference
 - CHF 300.-
 - Initial information about questions regarding IP
 - Search with professional search tools
 - Deliverables: Results of the search as hard copies
- **Different other forms of patent & trademark searches**

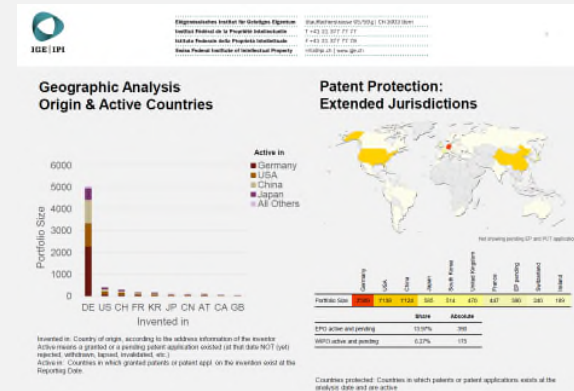


3. IP Services for Innovative Enterprises

Productive use of IP data

- **Assisted Patent Landscape Analysis**
 - ½ day or 1 day at the IPI
 - CHF 300.-
 - Information about research activities in specific regions
 - Information about research activities in a specific field of technology
 - Information about the research activities of your competitors

- **Full Patent Landscape Analysis**
 - 240 CHF / hour plus database cost



3. IP Services for Innovative Enterprises

Who are our stakeholders and what are their needs?

- The SME-IP project of 2008/09

Project goals

- Evaluate the use of IPRs by SMEs
- Raise awareness of IP
- Inform und sensitize 'ignorant' SMEs
- Improve existing support services
- Develop new customer-oriented services



3. IP Services for Innovative Enterprises

Who are our stakeholders and what are their needs?

- **IP Services Study «Reloaded» 2019/20**
 - Focus on the needs of intermediaries
 - Survey on existing IP services in Switzerland (including education) and abroad
 - Workshop with stakeholders on future needs and corresponding services









THANK YOU!

Swiss Federal Institute of Intellectual Property

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