

# The Peruvian-Swiss Intellectual Property Project – PESIPRO

*PESIPRO aimed to strengthen the use of selected IPRs in Peru in order to contribute to higher competitiveness, increase the added value of Peruvian products, and to have an overall positive impact on Peruvian economic development.*

## Project background and context

Peru and Switzerland share a long history of cooperation in many fields, such as trade, development, as well as diplomatic and cultural exchange. It therefore came as no surprise that establishing cooperation in the field of intellectual property rights (IPRs) was equally in the interest of both partners. The PESIPRO project was thus initiated at the request of the Peruvian Government to the Swiss Confederation.

Peru's integration into the international system of IPRs was already well advanced. The country was a party to most treaties relevant to IPRs, including the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement). The National Policy of Competitiveness included the development of the country's innovative capacity, in addition to the adoption and improvement of technology transfer. With these measures, the country aimed to make its economy less dependent on exports of raw materials and accelerate its transition into an innovation-driven economy. The Peruvian authorities were aware that such a transition does not refer exclusively to technical or industrial innovation, but also essentially to "creative innovation". Peru had a very dynamic international trade policy that manifested itself in several bilateral trade agreements.



Coffee is the most important agricultural trade commodity worldwide and a cash crop for millions of farmers. The sector of high quality single origin coffee is growing. PESIPRO supports Villa Rica Coffee in making use of its GI certification to generate more added value.

### Quick project facts

#### Project duration

June 2019 – November 2021

#### Total budget

CHF/USD 578,000

#### Donor agency

Swiss State Secretariat for Economic Affairs – **SECO**

#### Implementing partners

Swiss Federal Institute of Intellectual Property – **IPI**;  
 National Institute for the Defence of Competition and Protection of Intellectual Property – **Indecopi**

#### Peru country context 2018

Population: 32 million  
 Area: 1,285,000 km<sup>2</sup>  
 Annual GDP growth: 4%  
 Annual income per capita:  
 USD 6,530

Although Peru's legal and institutional framework in the field of IPRs was already well developed and the National Institute for the Defence of Competition and Protection of Intellectual Property (Indecopi) was very advanced in the management of all relevant IPRs, challenges still remained. These challenges mainly centred around a lack of awareness, in the private sector and society as a whole, of the importance of IPRs in protecting an invention or to advance businesses. Promoting the use of those types of IPRs that would allow Peru to capitalise on its internal strengths was of particular interest to the Government of Peru.

## Goals and objectives

Subsequently, the project focused on supporting Indecopi in its efforts to increase the use of IPRs in the private sector and society through:

- Building the capacity of Indecopi, producers of GI products, as well as trade and export institutions to **improve the valuation of Peruvian GI products**;
- Raising the awareness of creative economy associations and related government agencies on the **use and benefits of copyright protection**; and
- Providing advice to Peruvian SMEs, increasing their awareness of the use of patent protection, and **increasing the number of patent applications from the private sector**.

## Activities

In light of the advanced stage of Peru's intellectual property system, the "filling-the-gap" approach of PESIPRO to address specific needs and requests was going to add the most value and appeared to be the most appropriate strategy for achieving sustainable results. The project provided specialist advice and support in selected areas where Switzerland was able to offer strong expertise and achieve tangible results.

Within these thematic areas, the intervention strategy and its activities mainly consisted of building technical capacity through training, workshops, and expert input, which were typically led by a national and an international consultant. These activities increased the capacity of Indecopi and other IP-related associations to deliver professional services. Furthermore, the project supported the practical implementation of GI activities for two selected products – Villa Rica Coffee and Cacao de Amazonas. Capacity building in these two regions was expected to increase the income of local producers. The project thereby supported community development and product marketing activities.

## Alignment with Peru's general development priorities

The Government of Peru, represented by Indecopi, proactively participated in and led this project. In order to contribute to the economic as well as social development of Peru, Indecopi underlined the importance for PESIPRO to provide support in the above-mentioned areas of high priority. Furthermore, for Indecopi, it was important that PESIPRO's activities supported (and strengthened) the process of creating a National IP Policy, and that these activities aligned with the National IP Strategy in the relevant sectors.

## Beneficiaries

The main beneficiary of this project was Indecopi. The Institute benefited through direct technical capacity building and through support for its strategies and programmes. Indirect beneficiaries were mainly innovative SMEs and producers of GI products, as well as actors within the creative industries of the Peruvian private sector. Other economic actors as well as the wider Peruvian public benefited indirectly through improved IPR services and the increased quality and competitiveness of Peruvian goods and products.



Besides coffee, cocoa is another major commodity on the world market with significant growth potential. GI certification is not yet very common for cocoa. PESIPRO intended to strengthen GI awareness in this sector.



In order to make use of IPRs, especially patents, as well as making the topic more comprehensible for Peruvian SMEs, Indecopi organises an annual award ceremony for inventions and innovations. PESIPRO supported this outreach to SMEs.



After a product (here Villa Rica Coffee) is registered as a GI, it is necessary to carefully assess the needs of the producers in order to provide tailor-made training on market access.

### For more information, contact

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