

# The Peruvian-Swiss Intellectual Property Project – PESIPRO

*PESIPRO aims to strengthen the use of selected IPRs in Peru in order to contribute to higher competitiveness, enable further 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 comes as no surprise that establishing cooperation in the field of intellectual property rights (IPRs) is 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 is well advanced. The country is 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 includes the development of the country's innovative capacity, in addition to the adoption and improvement of technology transfer. With these measures, the country aims at making its economy less dependent on exports of raw materials and accelerating its transition into an innovation-driven economy. The Peruvian authorities are aware that such a transition does not refer ex-



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

clusively to technical or industrial innovation, but also essentially to “creative innovation”. Peru has a very dynamic international trade policy that manifests itself in several bilateral trade agreements.

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

## Goals and objectives

Subsequently, the project focuses 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 adds the most value and appears to be the most appropriate strategy for achieving sustainable results. The project provides specialised advice and support in selected areas where Switzerland is able to offer strong expertise and achieve tangible results.

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

## Alignment with Peru's general development priorities

The Government of Peru, represented by Indecopi, proactively participates in (and takes leadership over) this project. In order to contribute to the economic as well as social development of Peru, Indecopi underlines the importance for PESIPRO to provide support in the above-mentioned areas of high priority. Furthermore, for Indecopi, it is important that PESIPRO's activities support (and strengthen) the process of creating a National IP Policy, and that these activities align with the National IP Strategy in the relevant sectors.

## Beneficiaries

The main beneficiary of this project is Indecopi. The Institute benefits through direct technical capacity building and through support for its strategies and programmes. Indirect beneficiaries are 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 benefit 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 intends 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 supports 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.

### More information and contact

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