

WIPO/Norcode Training Programme on



MANAGEMENT OF COPYRIGHT AND RELATED RIGHTS IN THE GLOBAL ECONOMY

Oslo, Norway 2–19 June 2009

Invitation

The World Intellectual Property Organization (WIPO) and the Norwegian Copyright Development Association (Norcode) invite associations, organizations and government agencies to nominate candidates for a four week training programme on management of copyright and related rights.

The first three weeks of the programme will take place in Oslo, Norway from 2 – 19 June 2009 and one week in one of the participating countries to be decided for the follow-up session.

To be considered for participation, applicants must submit an actual project proposal, already approved of by their home organization.

Application deadline is 15 March, 2009.

NORCODE
The Norwegian Copyright
Development Association

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WIPO is a specialized agency of the United Nations. It is dedicated to developing a balanced and accessible international intellectual property (IP) system, which rewards creativity, stimulates innovation and contributes to economic development while safeguarding the public interest.

Norcode was established in 2007 by five Norwegian collective management organizations: BONO, Gramo, Kopinor, Norwaco and TONO with the main objective to carry out international development work in the copyright field.

The Advanced Training Programme on **MANAGEMENT OF COPYRIGHT AND RELATED RIGHTS IN THE GLOBAL ECONOMY** is inspired by the courses

organized by Sida (Swedish International Development Cooperation Agency) and is developed in close cooperation between WIPO, Norcode and international experts in the field of copyright.

This Advanced Training Programme purports to be of strategic importance to the social and economic development of cooperating countries based on identified priorities and needs. In the long-term perspective the programme aims to contribute to institutional strengthening and capacity development in the cooperating countries.

Aiming at enhancing managerial and technical skills and covering subjects of strategic importance to economic and social development, the training programme is designed for middle and senior level officials and experienced executives in middle and top management positions in their respective organizations. Norcode aims to contribute to processes of change and development in the participants' organizations and line of business. The foundation of the entire programme concept is the project assignment that must be well established and approved of by the participant's organization. Applicants from one organization are encouraged to cooperate on one project only.

The importance of intellectual property rights has increased considerably in recent years and this branch of law has become an issue of great political and economic significance in international negotiations, especially after the establishment of the World Trade Organization. With the gradual development of the knowledge-based

society, intellectual property has also become increasingly important in the context of national economies. While the issue is important, it is also complex, and the repercussions of various solutions are not easy to grasp. Considerable knowledge and experience is therefore necessary in order to fully understand and successfully participate in the international negotiations where the outcome may affect both national economies and international trade relations.

In order to be able to capture benefits from this inevitable development, countries must formulate effective national and institutional policies and define their interests in the context of international negotiations. For many developing countries this poses considerable challenges.

Recognizing this fact, Norcode has taken the initiative to organize, together with WIPO, this Advanced Training Programme on **MANAGEMENT OF COPYRIGHT AND RELATED RIGHTS IN THE GLOBAL ECONOMY**.

We hope that the programme will be of interest to you and hereby invite you to nominate candidates.

Women are encouraged to apply.



Ragna Sofie Grung Moe
Managing Director
Norcode

PROGRAMME OBJECTIVES

The main objectives and rationale of the programme are the following:

- To increase the familiarity with an effective copyright system and its three pillars, namely legislation, enforcement and management, both from a national and an international perspective, using Norway as an illustrative example
- To provide information and knowledge about the main national and international elements of the law on copyright and related rights

– To provide presentations of the World Intellectual Property Organization and the World Trade Organization and their functions

– To inform about and discuss specific issues of actual importance, such as the economic impact of copyright law and of the copyright industries in the national economies and also the impact of piracy of protected works and ways and means to combat that phenomenon

– To inform about and discuss individual and collective management of copyright and related rights in order to enable the widest possible reaping

of the benefits from the exploitation of protected works

– To discuss and provide illustration of various aspects of international negotiations in the field of intellectual property

– With their special project as the main tool, the participants will learn how to assess, in a preparatory phase, the copyright and related rights situation in their own countries and to discuss and find ideas and ways to develop and improve the situation, on the basis of knowledge and experience gained in the course of the programme.

CONTENT

The training in Oslo will focus on:

- General aspects of intellectual property in the world today
- A presentation of the United Nations System of Specialized Agencies and of the World Intellectual Property Organization (WIPO) and its functions
- A presentation of the international trading system, mainly the World Trade Organization (WTO) and its activities, especially with regard to the Agreement on Trade-Related Aspects of Intellectual Property Law (The TRIPS Agreement)
- The legal, enforcement and management aspects of copyright law
- Specific topics on the management of copyright and related rights
- New issues pertaining to copyright and related rights in the digital environment
- The copyright system in Norway with focus on collective management as an illustrative example, with visits to various organizations in this field
- A number of specific issues, such as the effects of piracy of protected works and the ways and means to fight it
- Teaching and training in the field of copyright

PROGRAMME STRUCTURE

The programme is divided into four phases:

The first phase is a preparatory one, where the participants should prepare a 3–4 page country report containing an analysis and review of the copyright and related rights situation in their own countries.

The participants should also identify and get approval (from their parent organization) of a project of specific interest to their own countries. This project will be dealt with during the other phases.

The second phase consists of a three-week training in Oslo where information will be provided, as a basis for discussion about the legal, managerial and practical aspects of copyright and related rights, and where also the participants' reports and their chosen projects will be discussed.

The third phase will take place in the participants' home countries where they should implement the project they have selected in phase one and worked on during the stay in Oslo (phase two). Support from the Norwegian tutors

will be available via e-mail during this phase. The participants will be asked to send a midterm progress report to Norcode.

The fourth phase will consist of a 3–5 day follow-up session with all the participants, with special focus on their project and its development plan. The participants are obliged to participate in all components (phases) of the programme.

THE TRAINING IN OSLO

The training will be carried out through lectures, discussions, practical work, group discussions, and study visits.

FOLLOW-UP SESSION

About six months after the conclusion of the training programme in Oslo, a follow-up session will take place in one of the participating countries. During that training each individual project will be studied and discussed and further information given on the issues addressed in the Oslo training.

DATE AND VENUE

The Norwegian training will be implemented in Oslo from June 2 to 19, 2009. The follow-up phase of the programme will be conducted in Nov/Dec 2009 in one of the participating countries.

TEACHING

Norwegian and international experts on copyright and related rights will deliver lectures and participate in discussions as well as assist the participants with their work on the projects. All lectures and training will be conducted in English.

MANAGEMENT AND STAFF

The staff of Norcode will be available during the Oslo training to support the participants. Mrs Ragna Sofie Grung Moe of Norcode is responsible for the management of the training programme.

PARTICIPATION

TARGET REGIONS

Africa, Arab States, Asia and Pacific, Latin America and Caribbean

TARGET GROUP

The programme is directed towards policy-makers and their advisers as well as persons at a senior decision-making level from the government sector, collective management organizations, as well as persons from the university or the private sector who are or who will be involved in issues concerning copyright and related rights. The main emphasis is on the management of copyright and related rights.

LANGUAGE REQUIREMENTS, ETC.

Fluent English speaking, writing and reading skills are required, as well as some proficiency in the use of computers (word processing) and access to computers with Internet connection in the home country (for e-mail communication). The WIPO General Course on Intellectual Property (DL-101) or equivalent knowledge is recommended but is not a prerequisite; the participant's professional role in his/her home country is substantial (decisive).

The participants shall be obliged to participate in all components (phases) of the programme.

The number of participants will be limited to 25.

APPLICATION PROCESS

Closing date for application is 15 March, 2009

The application should be submitted directly (by post, e-mail or fax) to The WIPO Worldwide Academy in Geneva (see last page).

Applications submitted after closing date will not be considered.

The application should be written on the special form attached and include a recent photograph and required information and documents. The application form is available at www.norcode.no.

For applicants from non-English speaking countries, an English language test should be made with an official body in the home country of the applicant, unless the applicant (can) provide(s) other documents to support her/his ability.

Norwegian Embassies/Consulates do not carry out language tests, but may be able to recommend appropriate language institutes for conducting tests.

The application should be approved by the official nominating authority in the country.

Selected applicants will be notified by e-mail or telefax early April 2009. Once accepted, the applicant must confirm participation, also by e-mail or fax. Further instructions on the acceptance procedure will be forwarded with the notification.

COST OF PARTICIPATION

Norcode covers all training costs such as lectures, literature, documentation, study tours and certain social activities, as well as accommodation costs which include board and lodging. Lunches but not dinners are provided on working days. On weekends only breakfast is provided.

Norcode covers international travel cost to and from Norway. The participant must cover the costs incurred in travelling to and from the nearest international airport. Norcode also pays international travel cost and accommodation in connection with the fourth phase of the training programme.

Due to the character of the programme, family members are not allowed to accompany participants to the programme.

Personal expenses are not included.

ACCOMMODATION

Norcode will make hotel reservations for the participants in Oslo and cover the costs as described above.

VISA

Participants are responsible for obtaining all visas necessary for their journey and stay during the training programme.

The visa should be valid for the entire stay in Oslo and the passport should be valid for six months longer than the entry visa. Inquiries should be directed to respective Norwegian Embassy / Consulate alternatively other Schengen representation as soon as possible after acceptance into the programme. Participants visiting other countries, especially countries not included in the Schengen agreement, on their way to or from Norway, must ensure that correct visas are obtained before leaving their home country.

Please observe that you may need a multiple entry visa as your visa could be forfeited by a stop-over. The costs for obtaining visas are carried by the participant. For more information, this website offers Norwegian visa information: www.udi.no

INSURANCE

All participants are covered by a group insurance on their travel to and from Norway and their stay there. It also covers organised tours during the programme. The insurance includes costs for medical care in the event of acute illness or accident. Medical and dental check-ups are not included.

Norcode is responsible for managing the insurance.

The World Intellectual Property Organization (WIPO) is the specialized UN agency mandated to promote the effective protection and use of intellectual property throughout the world by creating an environment and infrastructure conducive to an enhanced understanding of the contribution of intellectual property to human life through economic, social and cultural development, and, in particular, by assisting developing and least developed countries in their capacity building for greater access to, and use of, the intellectual property system. WIPO is responsible for the administration of international treaties on intellectual property. Its headquarters are located in Geneva, Switzerland.

The Norwegian Copyright Development Association (Norcode) is an association of five Norwegian rights holders organizations that want to share their experience in the organizational and cultural field with colleagues in other countries. Norcode's objective is to carry out international development work in the copyright field, including: providing an introduction to international conventions and training and assistance in developing legislation; working to develop basic organizations for holders of copyright and related rights; supporting the formation of organizations for collective rights management; other organizational and technical projects which strengthen right holders' interests. This may take place through professional and technological assistance, the development of expertise and other measures that are suitable for achieving the aforementioned objectives.

In accordance with its objective, Norcode shall encourage Norwegian rights holders and their organizations to make international efforts, and support these organizations' international projects, and develop cooperation with, and apply for funding from, public authorities and private organizations.

World Intellectual Property Organization

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