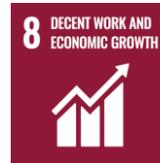


INNOVATION AND DIGITAL SECTOR COOPERATION BETWEEN BRAZIL/ARGENTINA & DENMARK, Annual report for 2019

Danish Authorities in International Cooperation



Strategic Sector Cooperation Innovation & Digital

A country's development is often linked to innovation and technological breakthroughs. Typically, major new technologies have led to deeper capital investment, expansion of the labour force, increased employment and productivity, rising income levels, improved public health, easier transportation and better education – all underpinning new, more efficient and sustainable economic structures and more prosperous societies. The next generation of technologies in every field – from biotechnology, green technology to digital connectivity and more – promise to further reduce poverty and improve the lives. Innovation and modernization is important to this transformation.

Digitalisation and strong environment for businesses to obtain and to protect their intellectual property (IP) rights are two main elements in developing an innovative society and benefit from its opportunities.

Based on the need for innovation in Brazil and Argentina, the overall aim of the second phase of the Strategic Sector Cooperation (SSC) on Innovation & Digital is to support improvement of innovation and digital capacities in the two countries.

Key activities in 2019

The second phase of the SSC Innovation & Digital (2019-2021) will include activities in three overall components:

- IP capacity building in Brazil
- Digital transformation in Brazil
- IP capacity building in Argentina (pilot project)

In Brazil, the focus on IP capacity has included extensive examination training for granting of IP rights to

increase quality and efficiency. The focus on digital transformation has focused on the creation of strategy and solutions for public digitalisation.

In Argentina, the focus on IP capacity has comprised a significant focus on law enforcement in relation to IP holders' rights.

In total for the three components in 2019, the SSC has included four study trips to Denmark, 21 expert missions to Brazil/Argentina, and several event activities. In addition, three customized DFC training runs tailored solely for this SSC cooperation have been set up and/or implemented.

Main achievements and lessons learned in 2019

Selection of key achievements within the three components in Brazil and Argentina:

- Denmark signed a PPH-agreement (WIPO/UN fast-track agreement for patents) with Brazil facilitating expedited examination of patent applications for Danish businesses. Denmark was the first country to sign a PPH with Brazil for all industrial sectors.
- Brazil's adaption of UN's Madrid Protocol – an international system for businesses to obtain trademark protection faster.
- The significant backlog of patent applications in Brazil has been substantially reduced. Examination processes for IP applications has increased significantly due to the DKPTO expert trainings.
- The Danish Embassy and Innovation Centre has signed an agreement with Brazilian partners on creation of an Innovation Network focusing on fostering innovation, entrepreneurship, economic growth.
- Significant contribution to the establishment of the new federal strategy for public sector digitalisation.
- The cooperation with the federal level on digital transformation has resulted in extensive nation branding of Denmark's global best practice in public digitisation throughout Brazil.
- Denmark also signed a PPH-agreement with Argentina facilitating expedited examination of patent applications for Danish businesses.
- The Argentinian parliament adopted a new strategy on enforcement of intellectual property rights including a cooperation model for relevant authorities.

A majority of these SSC achievements is of direct interest to Danish businesses. The SSC Innovation & Digital expects several activities of commercial nature for 2020 and 2021.

Status: Phase II

Project period: January, 2019 to December, 2021

Partners: Danish Ministry of Foreign Affairs, Danish Patent and Trademark Office (DKPTO), INPI, Brazilian Ministry of Economy

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