



**Canadian  
Intellectual Property  
Office**  
An Agency of  
Industry Canada

**Office de la propriété  
intellectuelle  
du Canada**  
Un organisme  
d'Industrie Canada

## Session 10: Roundtable Discussion



Businesses and IP in 2015: Inseparable  
friends or distant bedfellows?

**July 31, 2009**

**Trading Ideas**

Mary Carman, CEO

Canadian Intellectual Property Office

Canada



## Outline



Global Economic Context

Global Markets and Trade Issues

Canada in the North American Landscape

Operating Environment

Importance and Value of Intellectual Property

## Global Economic Context

Longest and hardest worldwide recession since the Great Depression

Globalization has provided a synchronized global economic downturn

Glimpses of recovery observed with Asia possibly leading the way

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## Global Markets and Trade Issues

Nations and businesses alike strive to ensure greater prosperity through trade

The changing global economy necessitates:

- continued trade liberalization
- increased access to traditional markets, and
- access to new markets

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## Canada in the Global Economy

### Canada: A Global Trading Nation

- Global commercial engagement key to Canadian economic strength
- Priority to secure access to key markets

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## Free Trade Agreements (FTA) & Foreign Investment Promotion and Protection Agreements (FIPAs) with APEC Member Economies

APEC Member Countries	FTA	FIPA
Chile	✓	
China		Pending
Indonesia		Pending
Korea	Pending	
Mexico	✓	
Peru	✓	✓
Philippines		✓
Singapore	Pending	
Thailand		✓
United States	✓	
Vietnam		Pending

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## Canada and ASEAN Trade

- Canadian merchandise exports to ASEAN - \$3.8 billion
- Canadian merchandise imports from ASEAN - \$9.4 billion
  
- ASEAN foreign direct investment (FDI) in Canada - \$521 million
- Canadian direct investment holdings in ASEAN - \$7.7 billion
  
- Service exports to six ASEAN countries (Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam) - estimated at just over \$1 billion in 2005
- Service imports from those countries - estimated at \$1.6 billion

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## Canada in the Northern American Economy

Canada: North American Free Trade Agreement (NAFTA)

- January 1994
- Canada, United States and Mexico
- Integration of trade based on common interests
- Canada's most important trade policy instrument

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## Canada, the United States and Mexico

### Canada and US : World's largest trading relationship

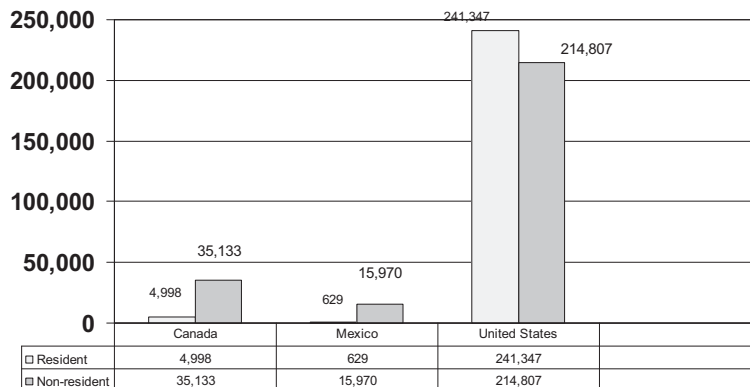
- Canadian exports to US – 77%
- Imports from US – 53%
- Canadian exports to Mexico – 1%
- Imports from Mexico – 4%

Canada's Trade Commissioner Service now comprises 40 Consulates General, Consulates, Trade Offices and Honorary Consuls located in major commercial centres across the US and Mexico

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## IP as an Example of Importance of Trade

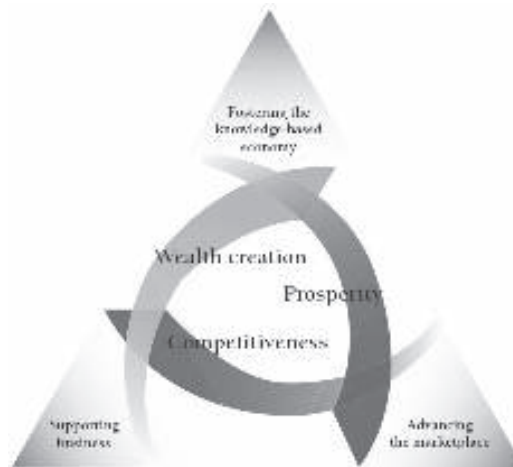
**Patent Applications by Residents and Non-Residents (2007)**



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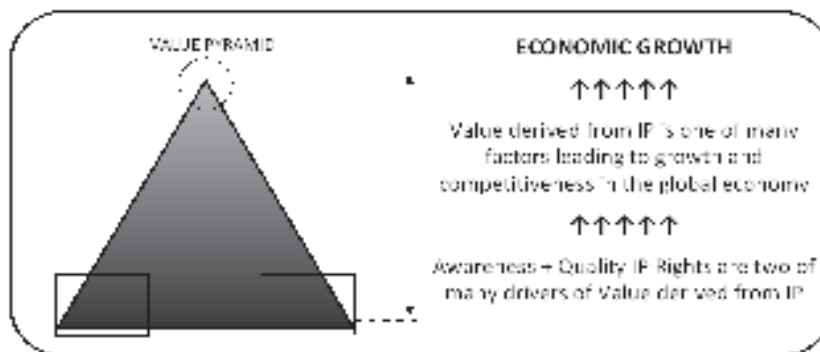
## Our operating environment

Governments' role  
Importance of IP



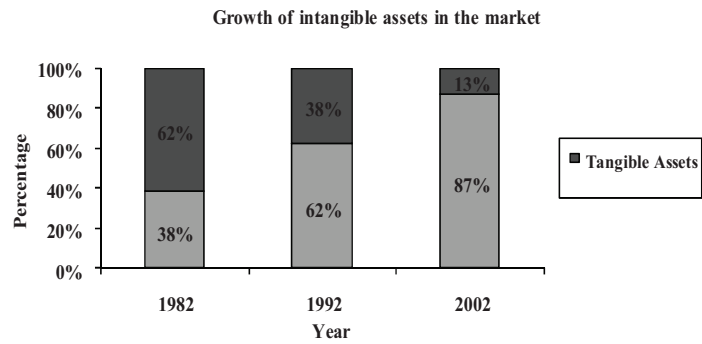
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## IP as a Driver for Economic Success



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## Importance of IP



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## What Roles for Intellectual Property Offices?

### Roles for IPOs

- Rapid and efficient resolution of rights
- Quality IPRs
- Awareness of IP Value

### Importance of IP for Businesses

- Access to capital
- Value from creation and licensing of IP

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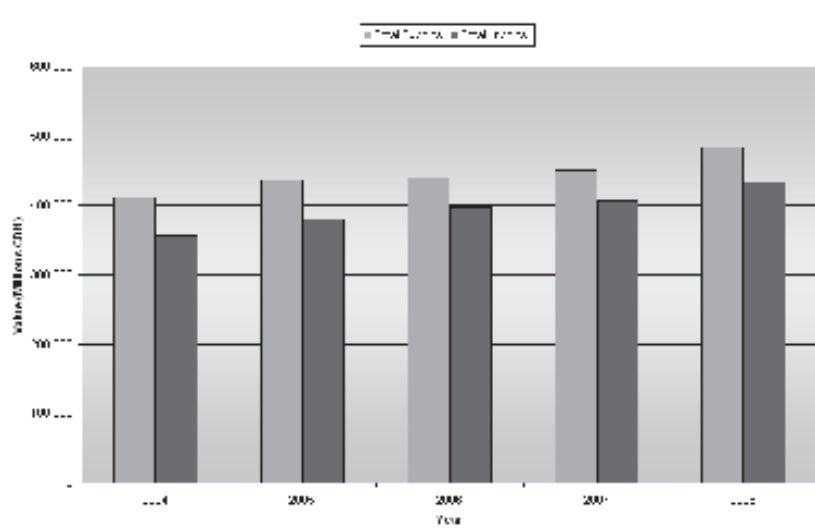


Businesses and IP in 2015:  
Inseparable friends or distant bedfellows?

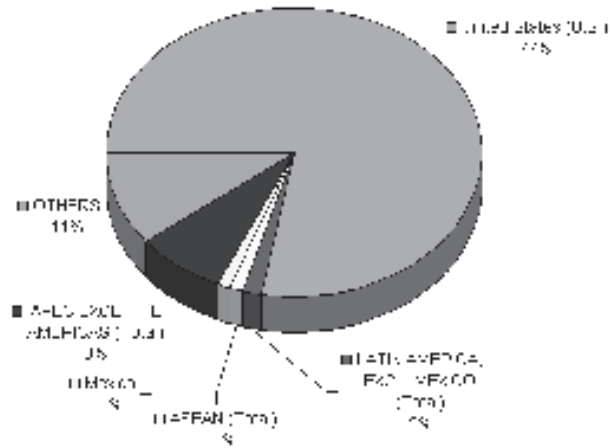
Canada

# Annexes

## Canada - Total Imports and Exports (2004-2008)

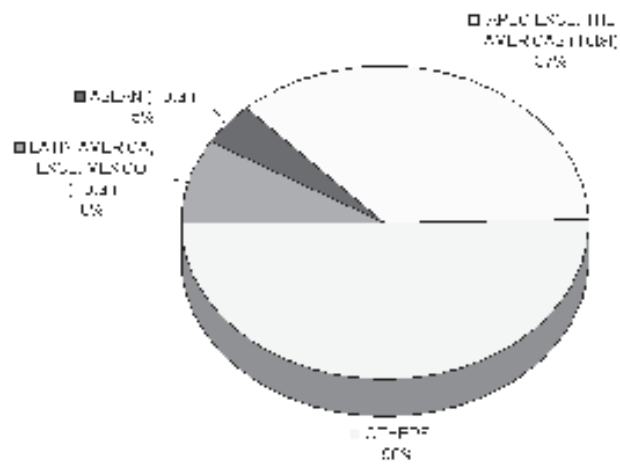


## Canada - Exports (2008)



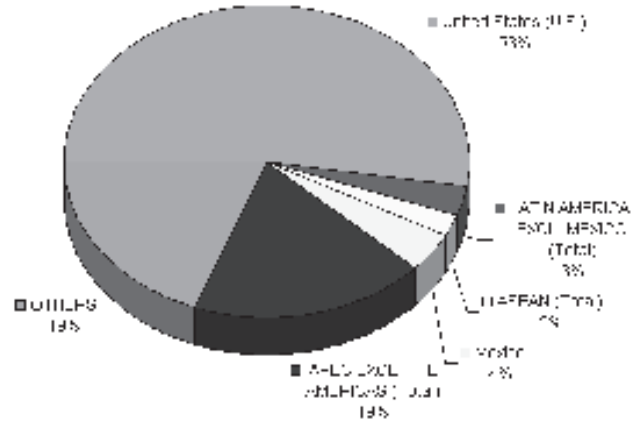
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## Canada - Exports (Excl. US & Mexico) (2008)



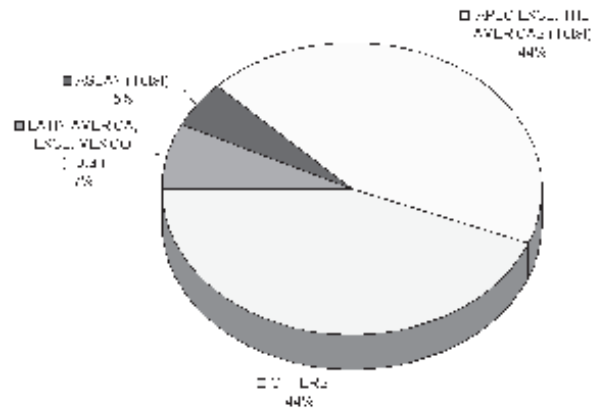
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## Canada - Imports (2008)



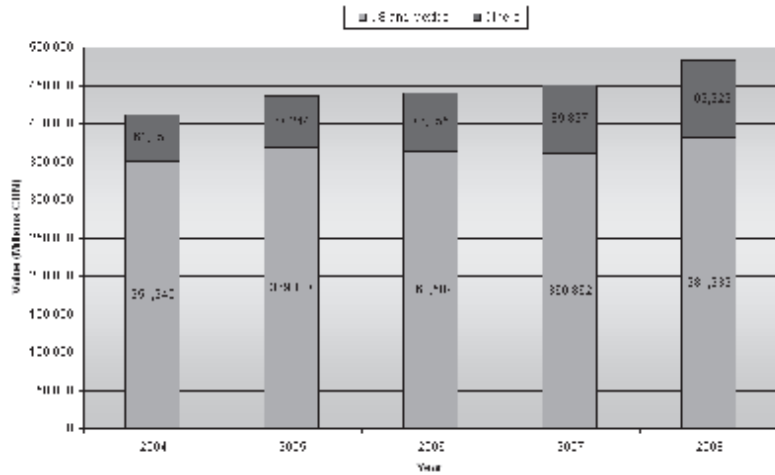
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## Canada - Imports (Excl. US & Mexico) (2008)



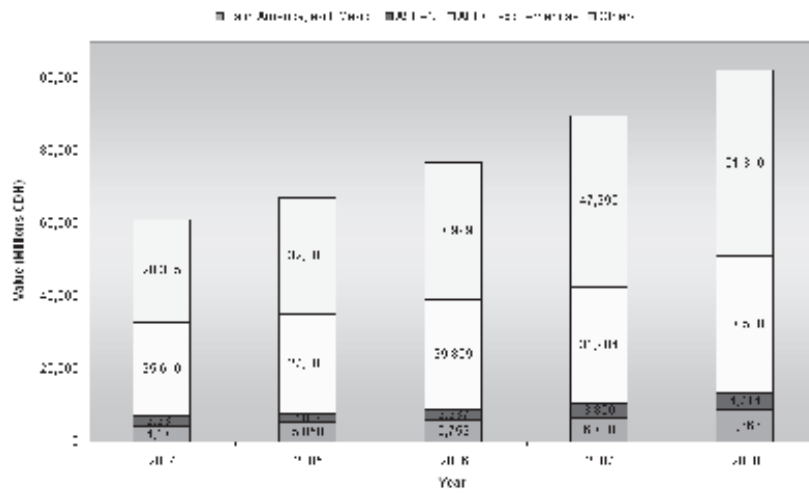
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## Export Trends (2004-2008)



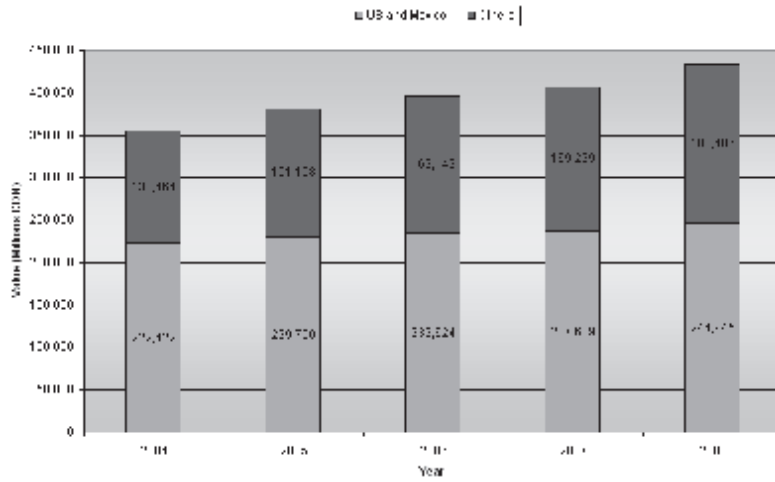
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## Export Trends (Excl. US & Mexico) (2004-2008)



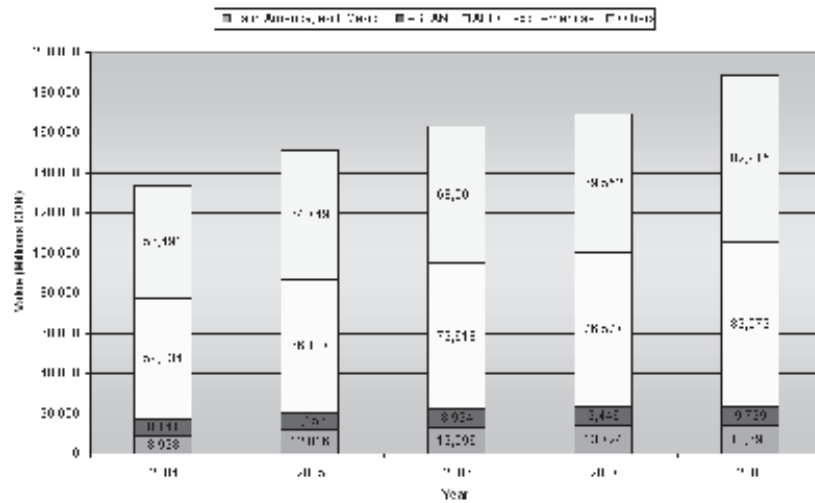
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## Import Trends (2004-2008)



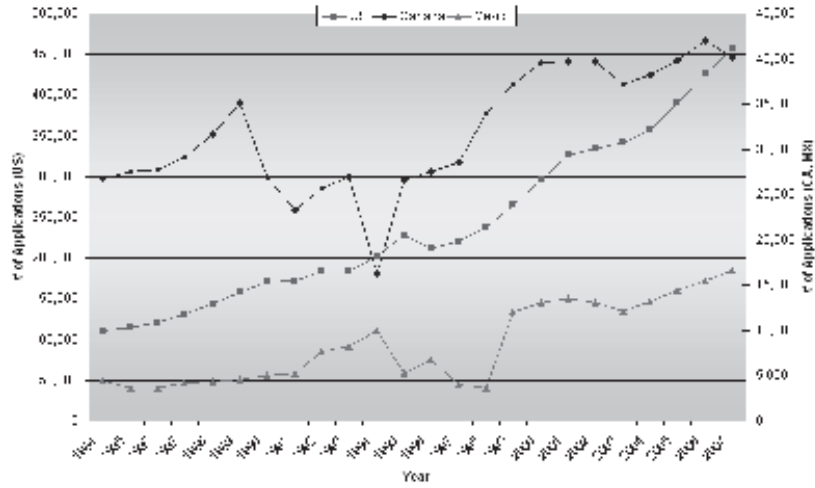
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## Import Trends (Excl. US & Mexico) (2004-2008)



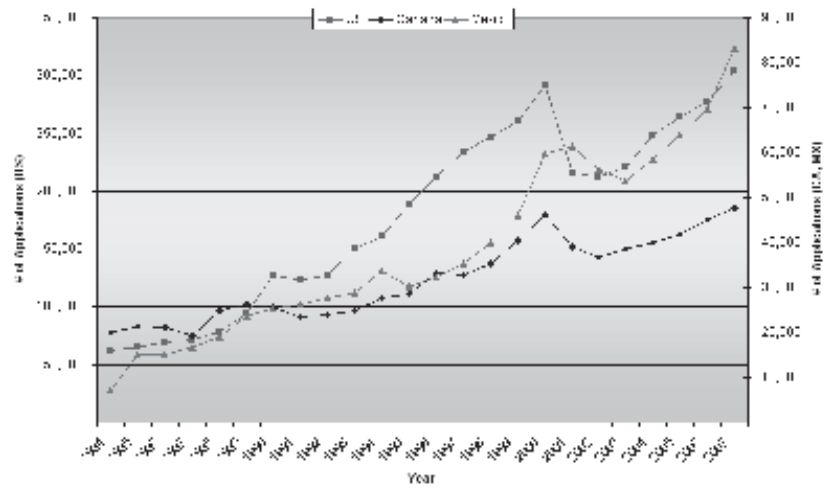
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## Patent Filings (1984-2007)



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## Trade-mark Filings (1987-2007)



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