

Theme II IP Supports Targeted Poverty Alleviation

CNIPA has explored an effective way of integrating IP with targeted poverty alleviation. Leveraging patented technologies, trademark brands and geographical indications, many poverty-stricken rural areas have seen agriculture boosted, farmers enriched, and local economies revitalized.

In terms of using patented technologies, CNIPA has launched IP information service facilities, established Technology and Innovation Support Centers (TISCs) jointly with WIPO, and conducted assistance projects such as "Patent Information for Targeted Poverty Alleviation", which facilitated the access to and the use of IP information.

To make full use of GI in poverty alleviation,

CNIPA has guided local governments to "cultivate local brands and foster related industries for the wellbeing of the local people", which has rendered positive results. A green channel has been created for the examination and protection of GI products. To promote full utilization of GI, 21 national GI utilization promotion projects have been carried out in poverty-stricken areas in Qinghai, Sichuan, Yunnan and Gansu provinces. These projects have cumulatively directed more than 10 million RMB government funds to 43 national poverty-stricken counties. The output value of these GI industries exceeded 21 billion RMB, with more than 600,000 jobs created for local people.

CNIPA have achieved success in practicing the new way of poverty alleviation with IP in Sangzhi, Hunan Province and Chongli, Hebei Province, two counties CNIPA are responsible for assisting alleviate poverty. "A world-class model of targeted poverty alleviation with intellectual property" has been set in Sangzhi. Chongli has been using IP for poverty eradication whilst strengthening IPR protection for the Winter Olympics events to be held there.

IP talents have been mobilized to fight against poverty. CNIPA has issued *Notice on Strengthening the Training of Relevant Personnel in the Designated Regions for Poverty Alleviation* and provided free

IP training for those regions during the COVID-19 pandemic. Training seminars were organized in Shanghai, Guangdong and other developed regions for personnel from poverty-stricken regions. A special online training column on poverty alleviation was set up on China Intellectual Property E-Learning Platform to facilitate the online learning of grassroots officials, professional and technical personnel in poverty-stricken regions. Besides, CNIPA has carried out special programs on county-level governance and IP capacity building to support grassroots officials in the designated poverty-stricken regions to receive training in developed regions.



The Green Ecological Circular Economy Industrial Park built by CNIPA in Cangguanyu Village, Sangzhi County, Hunan Province



GI product "Chenggu Citrus" has led 200,000 people out of poverty in Chenggu County, Shaanxi Province

Column

The Story in Sangzhi: Creating “A World-Class Model of Targeted Poverty Alleviation with Intellectual Property”

CNIPA has been assisting Sangzhi County, Zhangjiajie City, Hunan Province to get rid of poverty since 1994. In this process, CNIPA leveraged information, institutional and industrial advantages and explored an effective pathway to integrated development of intellectual property, poverty alleviation and rural revitalization.

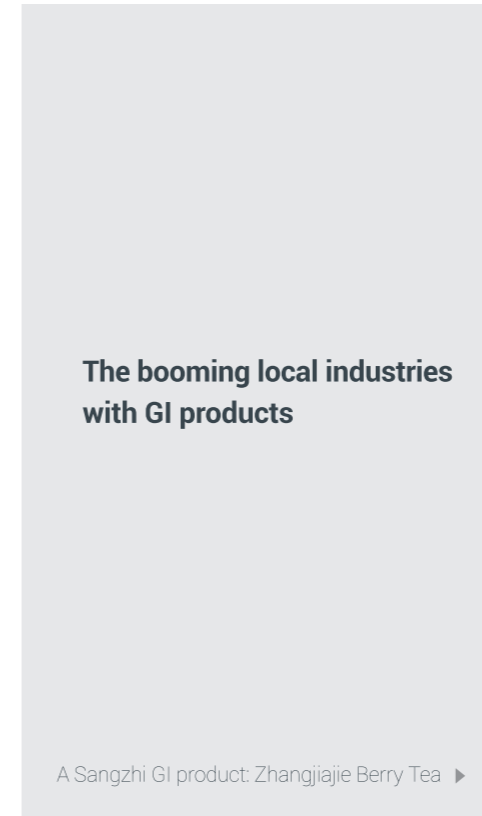
In terms of poverty alleviation with GI products, CNIPA has launched a national GI promotion program, formulated policies to boost the local industries of GI products with Sangzhi characteristics in the enterprise-brand-base-farmer

mode. Nowadays, farming lands are fully used, and local farmers are employed near home with increased incomes. A sound long-term mechanism has been established and basic capacity built for using GI in poverty alleviation, which are vital to the stable and sustainable long-term development of the local economy.

CNIPA and Sangzhi County's efforts in leveraging IP advantages to boost local industries against poverty have been acknowledged by WIPO as "a world-class model of targeted poverty alleviation with intellectual property".



Sangzhi GI agricultural and sideline products displayed at the Food Festival of Poverty Alleviation Products held by CNIPA



▲ Local farmers working in a bamboo leaves processing plant



▲ GI Tea products presented in a local factory