



Intellectual Property

By AJ Park

AJ Park is a leading provider of intellectual property (IP) strategy and services in New Zealand, Australia and the Pacific region. We act for a diverse range of world-class organisations and individuals, including several of New Zealand's most successful exporters. We understand the challenges and opportunities associated with protecting and enforcing valuable IP overseas. Our goal is help our clients devise the right IP strategy and put protection in place before they leap into export markets.

Innovation fosters growth

Innovation is taking centre stage in the growth strategies of many governments around the world, and New Zealand is no exception.

The New Zealand government has identified several areas as key to the development of a competitive and productive economy. Along with export markets, investment, infrastructure, natural resources, and skilled and safe workplaces, innovation is among the top six spheres of focus.

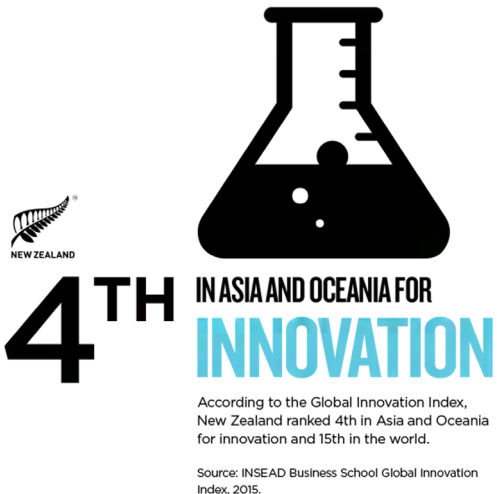
This is because innovation is regarded as an important driver of economic development; and the recently published Global Innovation Index (GII) 2015 reveals just how well we are doing in this area. Of the 141 countries eligible for inclusion, New Zealand ranked an impressive 15th – up three places from our 18th ranking in 2014 – again marking us as a global 'innovation leader', according to the authors of the GII 2015 report.

New Zealand was also ranked fourth out of the 16 Southeast Asia and Oceania (SEAO) economies. That puts us just behind the powerhouse economies of Singapore, Hong Kong, and the Republic of Korea, and ahead of Australia, which came in fifth in the SEAO and 17th globally.

Efforts to measure innovation have traditionally focused on inputs, such as investment in research and development (R&D). This is largely because direct measures that quantify innovation output remain scarce. But, as our understanding of innovation evolves, our ability to track its outputs is improving.

Measuring innovation

The Global Innovation Index was first launched in 2007 and is co-published by WIPO (the World Intellectual Property Office), Cornell University and business graduate school INSEAD. Over the past eight years of its publication, the GII has become a leading reference on innovation and a tool with which decision-makers can take action.



With the theme 'Effective Innovation Policies for Development', the 2015 report covers 141 economies and uses 79 indicators across a range of themes – among them are the political and business environment, education and R&D, ecological sustainability, investment, and trade and competition. The Index builds on the significant data gathered from past GII editions, presenting a rich dataset that identifies global innovation trends and allows us to track and analyse them.

In 2015, the report highlighted economies that consistently over-perform compared to those of a similar level of development. Less than a decade ago, many of these low- and middle-income economies did not even feature on the innovation map, but today they play a role in the increasingly globalised innovation landscape.

The GII 2015 investigates the effectiveness of various innovation policies to determine what impact an economy's development has on the efficacy of these measures. It has developed a conceptual framework that relies on two sub-indices. These are the Innovation Input Sub-Index, and the Innovation Output Sub-Index.



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