

الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property



National Intellectual Property Strategy

2022-1444

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ



"**My first goal** is for our country to be a successful and pioneering model in the world at all levels, and I will work with you to achieve this".

Custodian of the Two Holy Mosques

King Salman bin Abdulaziz Al Saud

May Allah protect him





"We have minds and energies passionate about innovation and creativity, and by enabling them, the Kingdom of Saudi Arabia will become a vibrant environment for knowledge economy based on an integrated Intellectual Property ecosystem that develops innovative technologies and industries, and contributes to growth of enterprises.. The National Intellectual Property Strategy (NIPST) will further enable stimulating investment, create high quality jobs, and raise awareness of creators and innovators rights".

His Royal Highness Prince

Muhammad bin Salman bin Abdulaziz Al Saud
Crown Prince and Prime Minister

May Allah protect him





We appreciate our wise leadership, may Allah protect it, under the leadership of the Custodian of the Two Holy Mosques King Salman bin Abdulaziz Al Saud, and his royal highness Crown Prince Mohammed bin Salman - may God protect them - for their support for intellectual property and their keenness to open local and international horizons that contribute to strengthening the Kingdom's position globally in the fields of intellectual property.

The National Intellectual Property Strategy is one of the main capabilities for achieving the goals of the Kingdom's Vision 2030, which aims to build an integrated intellectual property ecosystem that supports an innovation-based economy by establishing an intellectual property value chain that stimulates innovation competitiveness and supports economic growth, so that the Kingdom becomes one of the pioneers of innovation and creativity in the world.

The National Intellectual Property Strategy will contribute to building a society based on knowledge and promoting the production of new technologies and industries through the development of commercial establishments based on intellectual property, as well as enhancing the Kingdom's regional and international position with the aim of stimulating and encouraging creative talents in our country and empowering creators for innovation and intellectual production.

**His Excellency the Chairman of the Board of Directors
of the Saudi Authority for Intellectual Property**

Mohammed Al-Sheikh



The protection of intellectual property rights plays an important role in making technical changes and facilitating economic growth, and because intellectual property is one of the main capabilities for promoting innovation and technical progress, the National Intellectual Property Strategy was launched with the aim of creating an intellectual property value chain that stimulates competitiveness, innovation, and economic growth over the next five years.

The National Intellectual Property Strategy is a long-term plan aims at harmonizing efforts to encourage and facilitate the effective generation, management, investment and protection of intellectual property at a national level in order to achieve the objectives of the Kingdom of Saudi Arabia's Vision 2030.

The National Intellectual Property Strategy outlined its plan and initiatives for the up-coming years with the aim of building an integrated intellectual property ecosystem that supports the economy based on innovation through four basic pillars, which are the generation of intellectual property, the management of intellectual property, the commercial investment of intellectual property, and the protection of intellectual property.

Through the National Intellectual Property Strategy, we seek to enhance respecting and protecting the creators and innovators efforts, to thrive with them in the Kingdom and advance to a promising future full of human creativity and successful investments. The National Intellectual Property Strategy will increase the number of creative talents to more than 13,000 individuals by the year 2028.

**His Excellency the CEO of the Saudi Authority
for Intellectual Property**

Dr. Abdulaziz M. Alswailem



Contents

01	INTRODUCTION
02	ECXECUTIVE SUMMARY
03	NIPST DEVELOPMENT METHODOLOGY
04	NATIONAL INTELLECTUAL PROPERTY STRATAGEY
05	VISION, MISSION, GOALS AND PILLARS
06	ECONOMIC IMPACT
07	NIPST LINKAGE TO THE OBJECTIVES OF THE KINGDOM'S VISION 2030
08	STRATEGIC INITIATIVES
09	STRATEGIC INDICATORS
10	GOVERNANCE AND IMPLEMENTATION PLAN



Introduction

The history of intellectual property regulation in the Kingdom dates back to 1939 AD; Where the first Saudi intellectual property law was adopted under the name of distinguishing marks. This is an affirmation of the importance of intellectual property and its main role in making the Kingdom an economic power in the world that supports and stimulates creativity and innovation, and respects intellectual property rights.

Intellectual property is an important factor for the future development of the economy of Kingdom of Saudi Arabia. This supports the directions of the Kingdom's Vision 2030 to develop non-oil revenues by the implementation of several programs through intellectual property, which has an important and pivotal role in creating an environment that attracts investment and stimulates more divers and competitive national economy; Raising awareness of intellectual property and promoting the growth of national industries .

In recognition of the importance of intellectual property, the Kingdom has planned, in its determined effort to implement one of the initiatives of the National Transformation Program 2020, which aims to facilitate conducting business, support the national economy, encourage investment, and raise the Kingdom's ranking in the global competitiveness index, careful planning to bring all areas of intellectual property under one roof; In this sense, the Saudi Authority for Intellectual Property was established .





Executive summary

The existence of an integrated ecosystem for the intellectual property environment is one of the most important factors that enhance the Kingdom's ability to generate intangible assets of high economic and social value. In order to meet national needs and increase economic growth, in line with the Kingdom's Vision 2030, the national strategy for intellectual property emphasizes on strengthening the economy with creativity and innovation, as creative ideas lead to creating new projects and jobs, and expanding the economic base. Intellectual property also stimulates the ability to innovate and encourages economic development by creating products and markets with new concepts, as a result of creativity and technical convergence.

The Saudi Authority for Intellectual Property developed the National Intellectual Property Strategy, in which it outlined the master plan and its five-year executive plan. The master plan includes a comprehensive analysis of the intellectual property environment in the Kingdom, its vision and objectives, key performance indicators, strategic initiatives and projects. While the executive plan contains detailed plans of work and plans for cooperation between the relevant national agencies, which will implement their projects during the next five years.

The National Intellectual Property Strategy document also explains the current situation of intellectual property in the Kingdom compared to some of the leading countries in the field. It contains the main data and statistics in the Kingdom. It also contains a deep analysis of the Kingdom's strengths and the challenges it faces in establishing a sustainable intellectual property ecosystem. It consists of four main pillars, which are: generation of intellectual property, management of intellectual property, commercial investment of intellectual property and protection of intellectual property. This document displays the most important aspects of developing the strategy, defining its vision and objectives, the implementation plan, the roles and responsibilities of the national agencies to ensure the achievement of the set goals.

The methodology for developing the strategy included the following steps

- Referral to the national documents, most importantly Kingdom's Vision 2030 document.
- Analysis of the IP environment in the Kingdom through the review of more than 120 references, analysis of 45 axes including the contribution of IP to the economy, and analysis of the value chain, which was one of the most important processes included in the preparation of the National IP Strategy.
- Benchmarking with G20 countries and the IP5 offices.
- Formulate the strategy and define the strategic objectives and initiatives that will be implemented over a period of five years based on four pillars and 12 initiatives containing 54 projects.

In order to measure the efficiency of the national strategy and ensure the achievement of the objectives, key performance indicators have been developed to measure the progress of each strategic objective.

Also, to encourage the development of a knowledge-based economy, this strategy will be implemented with the participation of the relevant national agencies led by the Saudi Authority for Intellectual Property.

*Technical convergence (it is a description of the integration movement uniting technologies that were originally unrelated (e.g., personal computers, advanced communication technologies, and television) to become more integrated and unified as they evolve and progress)



Intellectual Property Types



A creative community characterized by imagination and challenge produces outstanding outputs in intellectual property, which in turn is a catalyst for further innovation and creativity



NIPST development Methodology

The National Intellectual Property Strategy was built with a scientific analytical methodology and key steps, starting with studying the local and global environment for intellectual property, and developing an integrated reference scope covering the main aspects of the intellectual property ecosystem. The current situation in the Kingdom was also studied, and international best practices were reviewed and adapted to suit the Kingdom's needs to define a clear strategic vision and set national goals for intellectual property, so that all national agencies contribute to achieving them according to a matrix of specific authorities and responsibilities under the leadership of the Saudi Authority for Intellectual Property. The figure below shows the overall approach to preparing the National Intellectual Property Strategy.



Current Situation Analysis

Conducting a detailed assessment of the KSA current situation



Benchmarking & Gap Analysis

Benchmarking with countries in the field of IP



Ambition Setting

Drafting the Vision, Mission and Objectives, and strategic pillars



Strategy Validation

Alignment with Vision2023 and coordination with relevantly authorities



Implementation Plan

Creating 12 strategic initiatives and the governance model



National IP Strategy

To facilitate business, support the national economy, encourage investment, and boost the Kingdom's ranking in the World Competitiveness Index, Saudi Arabia decided to bring all IP (Intellectual Property) fields together under one unified authority, and thus Saudi Authority of Intellectual Property was established

As a general authority on IP, SAIP has prepared the National IP Strategy, which includes a master plan and a five-year implementation plan.

The master plan comprises a comprehensive analysis of the IP environment in the Kingdom as well as its vision, objectives, KPIs (Key Performance Indicators), strategic initiatives, and projects. The implementation plan includes detailed work plans and cooperation plans with related government organizations for the implementation of the projects over the next five years.

General view of Saudi Arabia current situation

01

Strong commitment to economy reform and Arabic language is one the official languages of UN.

02

Saudi Arabia's accession to several international treaties in the field of intellectual property, the most prominent of which is the Patent Cooperation Treaty.

03

high GDP and stable politics.

04

IP-related provisions of the national development, large number of IP applications in MENA region and harmonized IP laws in GCC.

05

SAIP's status as the only one unified IP authority.

all add to the positive aspect of Kingdom's IP ecosystem.





Vision, Mission, Objectives and Pillars



Vision

- Robust IP ecosystem fostering innovation-driven economy



Mission

- To establish a comprehensive well-balanced IP value chain that promote innovation competitiveness and economic growth



Objectives

- IO.** Develop creative individuals based on imagination and challenge
- SO.** Foster enterprises based on IP
- EO.** Achieve society based on respect for creative effort



Pillars

IP Creation

IP Administration

IP Commercialization

IP Protection



Strategic impact

Reaching the future image of individuals, organizations and society, which represents most of the economy, through imagination, creativity and passion, in addition to securing and strengthening intellectual property, as well as respecting the efforts of others.

First Goal

Develop creative individuals based on imagination and challenge

In order to ensure the development of human resources with knowledge of intellectual property, support the security of high-quality intangible assets, strengthen the basis for the creation of outstanding ideas, And stimulate the production of local content that highlights the culture of the Kingdom, contributions to increasing the number of inventors (creative talents) in addition to contributions to increasing the number of intellectual property applications in all its fields will be made.

Second Goal

Foster enterprises based on IP

Business development requires enablers to foster the development of new technologies and industries, create value-centric companies, and support the creation of high-quality jobs that contribute to the self-development of organizations, and work to accelerate the pace of development of the knowledge economy. In addition to promoting the start of IP-based businesses to achieve a balance between companies and small and medium enterprises. This will be achieved by increasing the rate of adoption of the system of rewarding employees' inventions and increasing the number of national IP applications through the implementation of strategic projects in cooperation with national agencies.

Third Goal

Achieve society based on respect for creation effort

The existence of public controls, national standards and a developed system protecting intellectual property rights, in addition to an effective compensation system commensurate with the magnitude of the effects of intellectual property Infringement, as well as an upgraded mediation system to reduce disputes, bring maturity and raise the level of awareness of society to respect creative efforts that will contribute to raising the Kingdom's ranking in both Intellectual Property Protection and the Global Innovation Indexes.



Economic impact

Overall economic impact



The implementation of the National Intellectual Property Strategy will contribute in developing the intellectual property environment in the Kingdom, where projections indicate that the growth of technology-based industries and the expansion of the intellectual property services industry will positively affect the stimulation of production and goods in various industries. In addition to the value added resulting from production activities that will contribute to GDP growth.



Contribute to improve profit-making capabilities of companies through the competitiveness of products and services based on IP.



Create new professional jobs with IP expertise and competitive salary and increase the income level of the citizen on the knowledge-based society.



NIPST Linkage to The Objectives of The Kingdom's Vision 2030

The strategic direction has been aligned with the objectives of the Kingdom's Vision 2030. After studying its characteristics, intellectual property is one of the key pillars for achieving the vision's objectives. Countries armed with intellectual property witnessed economic growth from intellectual property products and services, and focuses on the potentials by which intellectual property can be developed at a national level, utilized and protected.

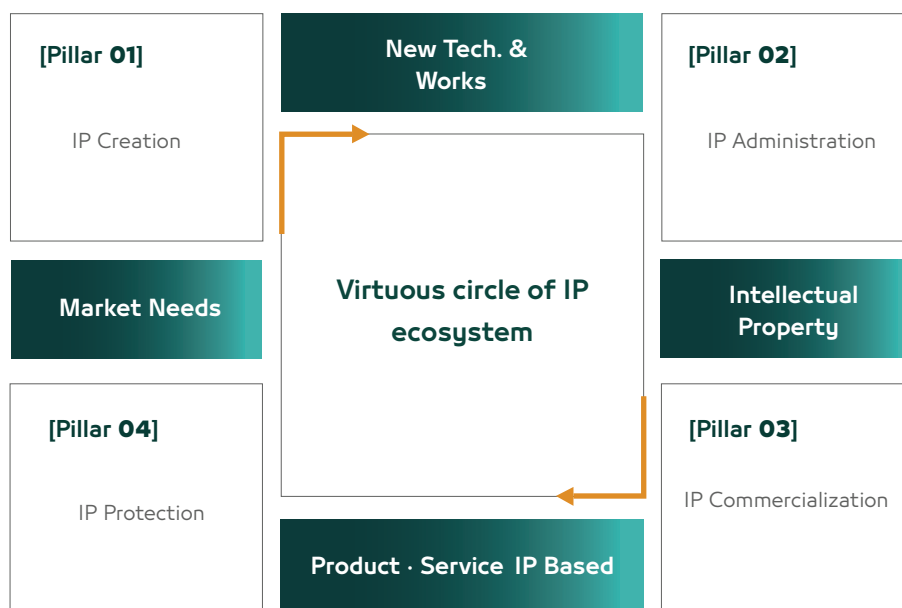
The ultimate goal of 'Vision 2030' is the development of the national economy through economic growth. IP plays an important role in economic growth as well, having been shown to have positive effects on national GDP, trade (export), and attracting FDI. It is also known to contribute positively to corporate value and job creation.

In that sense, the establishment and implementation of an IP strategy is expected to be an important component in fulfilling the goals of 'Vision 2030.' In particular, IP is a core component in the establishment of the virtuous cycle of innovation, namely market needs > new technologies and industries > IPR > IP-based products and services.

Future perception



The future vision sets out strategies for creating the value chain in the intellectual property ecosystem, in order to achieve an economy based on innovation and creativity depending on intellectual property.





Strategic Pillars

[Pillar 01]

IP Creation

It aims to generate a range of ideas that can be transformed through R&D into innovative technologies or services which is the starting point of the intellectual property ecosystem. The growing importance of intellectual property in the innovation-driven economy emphasizes the need to promote, apply and benefit from intellectual property in each sector within the economic system. Many innovative approaches to human resources need to be adopted by combining intellectual property training with innovation, scientific techniques and the training of startups.

[Pillar 02]

IP Administration

It aims to ensure effective management of creations and improve the value of intellectual property by establishing a fast, high-quality system to be registered. Moreover, building a solid intellectual property ecosystem helps to improve the current situation in the Saudi economy, structure industrial development and rely on non-oil sources.

[Pillar 03]

IP Commercialization

Commercial intellectual property investment aims to facilitate intellectual property-based start-ups, financing and trading it, which ultimately builds an integrated cycle which - through it - economic value can be created for intellectual property and reinvested in research and development. The strategic adaptation of intellectual property and raising the possibility of innovation for any company depends on its competitive advantage in obtaining intellectual property and developing innovative technologies is necessary to keep pace with the growing demand for commercial investment and its importance in increasing economic growth by applying the value of intellectual property.

[Pillar 04]

IP Protection

It aims to ensure adequate protection of intellectual property-based products and services, thereby encouraging creative activities and strengthening the intellectual property ecosystem which includes a number of projects that contribute to national needs by providing an integrated intellectual property protection plan, to achieve benchmarks that contribute to improving the level of intellectual property protection nationally and globally.



NIPST Strategic initiatives

01

Contribute to cultivating creative and competent talents in IP

02

Contribute to strengthening the creation and realization of innovative ideas

03

Contribute to R&D innovation based on IP

04

Increase IP volume

05

Establish fast and high quality IP registration

06

Spread IP-based startups

07

Enhance IP customer service

08

Vitalize IP financing

09

Foster IP trading

10

Enhance IP judicial system

11

Build IP respect culture

12










Create pro-KSA environment in overseas markets

Creating initiatives based on request and demand of the intellectual property ecosystem





Key performance index (KPI)

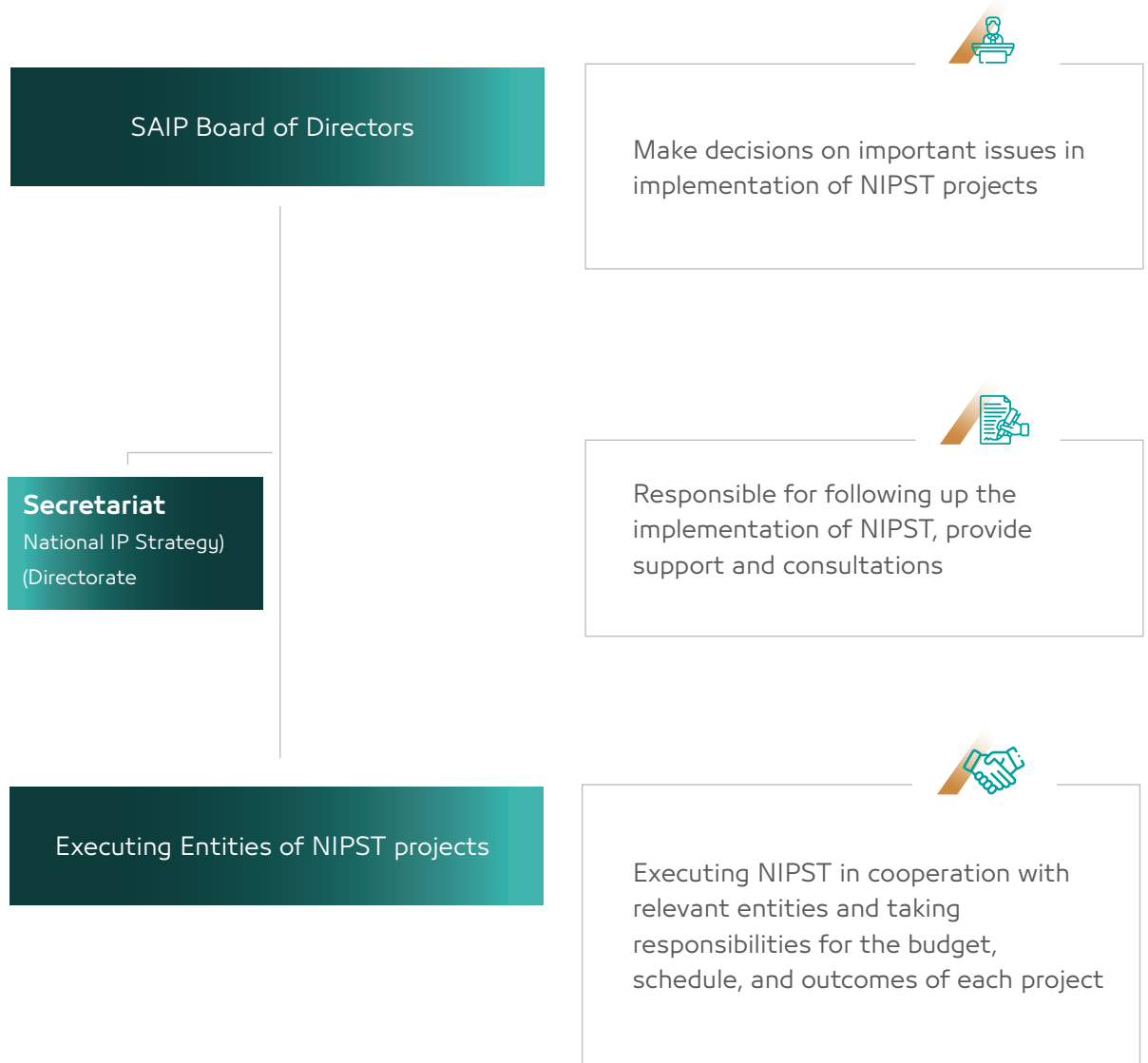
	KPIs	Baseline	Targeted
 Individuals	▪ Number of inventors (creative talents)	2018  1,176 person	2028  13,200 person
	▪ IP application per 1 million people	2018 ▪ 30 ID ▪ 998 TM ▪ 95 Patent	2028 ▪ 60 ID ▪ 2,000 TM ▪ 190 Patent
 Enterprises	▪ Patent applications from KSA per 100 billion USD GDP	2019  107	2028  230
	▪ Rate of adopting employee's invention reward system	2019 N/A	2028 20%
 Society	▪ IMD IP Protection index (ranking)	2019  34th	2028  20th
	▪ GII (percentage)	2019 38.8%	2028 60%



Governance And Implementation Plan

Because NIPST requires multiple entities to join in its implementation, for a successful implementation of NIPST projects, an organization that oversees the whole implementation process is necessary. Also, a mechanism is needed for active communication between various entities joining.

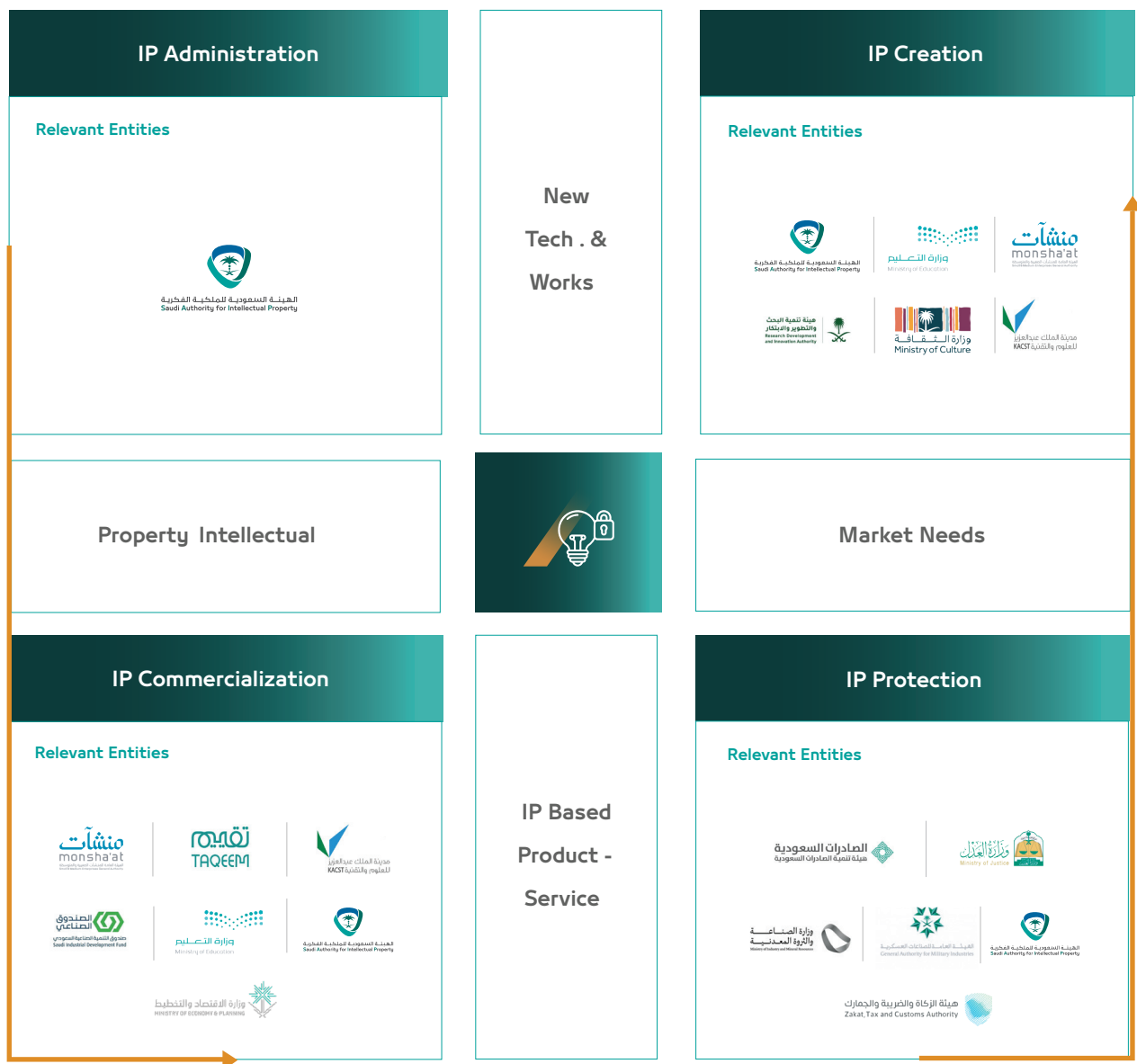
As shown in the figure below, SAIP's Board of Directors will make decisions on important issues in implementation of NIPST projects. Delegations from various stakeholders will join the meeting of SAIP's BoD to discuss issues at stake. The NIPST department in SAIP will play a role of administrator of all the cooperation and communication between entities. The NIPST department will also provide the executing entities and supporting entities with advises necessary to execute the NIPST projects.





Integration of Relevant Entities in the IP ecosystem

IP ecosystem circle of Virtuous



Relevant Entities involved in the implementation of the strategy

37 Entities



National Intellectual Property Strategy

" BEYOND-IDEA "



