

Action Plan 2023

This year, based on the slogan "Creating IP Vision for the World," we will continue to communicate its IP vision to the world, focusing on the following three priority issues.

Three Priority Issues and Major Initiatives to Address Them

(1) Strengthening "Research and Advocacy," "Education and Training," "Information Dissemination," and "Globalization"

In "research and proposal" activities, one of our main pillars, we will conduct activities from a more multifaceted and global perspective, including addressing issues toward the realization of the SDGs and a green society, as well as increasingly sophisticated technological fields such as AI, to encourage more diverse members to participate in expert committees and working groups. We will continue to develop activities from a global perspective. In addition, this year, we have reflected the activity policies and topical approaches of the expert committees and working groups, as well as the thoughts and aspirations of committee chairs and leaders, in our priority activity plan.

In "education and training," we aim to expand the target audience and training areas (content). Specifically, we will increase the number of participants from divisions other than the IP and technology development divisions (sales, planning, administration, etc.), and we will also consider expanding courses for acquiring management skills and management-related knowledge.

In the area of "information dissemination," in order to enhance its information dissemination function, we will begin considering a complete renewal of our website, and we will also digitalize "Intellectual Property Management" magazine. In addition, we will promote the activation of various industrial groups and district councils as venues for information sharing and dissemination.

From the perspective of strengthening our "global response," we will actively send representatives to WIPO, Industry Trilateral Meetings and IP5 Industry Meetings, as well as dispatch delegations and study groups consisting of working group members abroad. We will promote overseas collaboration and networking, which has been stagnant due to the Covid-19 Pandemic, and to enhance JIPA's presence.

(2) Development of activities to broaden the membership base

The significance of activities to broaden the membership base is to expand the association's community of practice by increasing the number of members and the membership base participating in our core activities. To this end, for example, we will fully implement the activities of the DE&I Study Group, which was established last year, and actively send out messages inside and outside of JIPA. Also we newly launch the Service Industry Study Group to promote participation in our activities by members from non-manufacturing industries and other sectors. We will also more actively support the activities of JIPA

members with small IP division and the IP Issues Study Group. By setting up a platform creating a foundation for their activities that can respond to the diverse needs of our members, we will promote the participation of existing members in our activities and attract new members.

(3) Implementation of measures to improve member satisfaction

Considering the changing and diversifying needs of our members, we are restructuring our membership management system to accommodate various administrative procedures online and to strengthen support functions for activities of expert committees, working groups, and industrial group. Furthermore, we will conduct the **biennial** status survey among our members this fiscal year. In this survey, we will conduct a questionnaire to understand the needs of our members. We will reflect the results in various measures in near future. In addition, regarding the complete renewal of the website mentioned earlier, we will continue to consider the specifications from the viewpoint of improving member satisfaction.

None of these measures would be possible without the support of our members. JIPA celebrates its 85th anniversary this year. We would like to express our sincere gratitude to all those who have contributed to our activities over the years. We will continue to work with our members, always asking ourselves what JIPA should be in this era of rapid technological progress, as the social and economic environment and people's sense of values change in various ways. Your understanding, cooperation, and active participation in our activities would be very much appreciated.

June 2023

Ikuko Shimogawara, President