



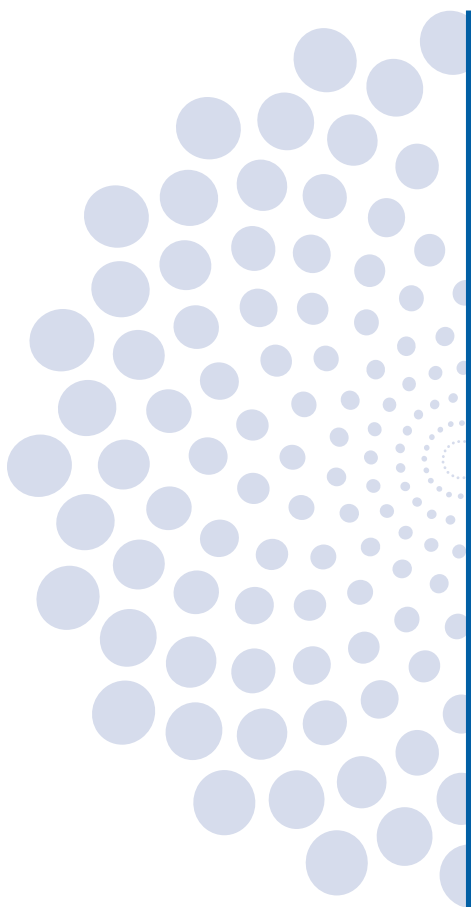
MOROCCAN OFFICE OF INDUSTRIAL  
AND COMMERCIAL PROPERTY



STRATEGY OF INDUSTRIAL  
AND COMMERCIAL PROPERTY

2016-2020





STRATEGY OF INDUSTRIAL  
AND COMMERCIAL PROPERTY  
**2016-2020**





## EXCERPTS FROM THE SPEECH OF HIS MAJESTY THE KING

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**MOHAMMED VI,**  
**May GOD ASSIST HIM**

### **EXCERPT OF THE THRONE SPEECH 2014**

« ... We believe that the Moroccan development model has reached a level of maturity that enables us to adopt advanced and more demanding criteria for assessing the adequacy of public policies and the scope of their actual impact on the life of citizens. This assessment was confirmed by the World Bank which showed that the overall value of Morocco has experienced in recent years, a significant increase, mainly thanks to the major development of its immaterial capital. »

« ...The challenge here is to measure the historical and cultural capital of any country, along with other characteristics that distinguish it, in particular its human and social capital, confidence, stability, quality of institutions, innovation and scientific research, cultural and artistic creation, quality of life and environment, in addition to more other elements. »

### **THE REVOLUTION OF THE KING AND THE PEOPLE'S SPEECH EXCERPT 2014**

« ... We would like to express our contentment with regard to the contribution that many private sector companies and public institutions have made to the development of the national economy, both internally and externally. »

« ... Indeed, thanks to its potentials and the coordination of all its entities' strengths, the Moroccan economy either becomes an emerging economy or it would miss its rendezvous with history".

Our development model has reached a level of maturity that enables it to make a final and deserved entry into the community of emerging countries. Nevertheless, the coming years will be crucial to preserve the achievements, correct malfunctions and stimulate growth and investment. »

### **HIS MAJESTY THE KING'S MESSAGE ADDRESSED TO THE PARTICIPANTS OF THE CRANS MONTANA DAKHLA FORUM 2016**

« ... It belongs to the world to invent patterns of development in order to enable our population the access to better-being while preserving the conditions of its sustainability. We ought, together, to work in this direction and be attentive to creators and youth, those who innovate and prepare for our world of tomorrow. »

« ... It is the responsibility of states to carry future visions and act to implement them through great measures and structural projects. »



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# INTRODUCTION OF THE STRATEGIC DEVELOPMENT

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## PLAN 2016-2020

Intangible assets increasingly play a major role in economic development and wealth creation. In fact, in the context of knowledge economy, human capital, know-how, the capacity to innovate, trademarks and designs become invaluable sources for companies and provide them with competitive advantage. This is particularly the case of Industrial Property: Patents, trademarks, industrial designs, trade names ... whose aim is to protect creativity and innovation as well as commercial and technological heritage of firms.

The judicious use of industrial property in the protection, promotion and defense of rights must necessarily be integrated into the development strategy of our

companies in order to improve their competitiveness, gain new markets and contribute to the development of Morocco's emergence plan.

In this direction, the development of a national strategy of industrial and commercial property has a twofold objective: firstly, it should accompany the implementation of national sectorial policies (industrial Acceleration Plan, Morocco innovation, numerical Morocco, green Morocco ...), each in its part, relies on the promotion of adequate tools for the improvement of the competitiveness, including innovation. The second objective will provide solutions tailored to Moroccan companies thanks to the various tools offered by industrial property.



The strategy of industrial and commercial property 2016-2020, enunciates the priorities for these five years that will enable OMPIC to ensure a key role in the cycle of creation, protection and valorization of innovations. This aims the promotion of wealth creation in addition to economic and social development.

While capitalizing on the achievements of the objectives' agreement - Horizon 2015, the 2016-2020 strategy presents a new vision of the role to be played by the industrial and commercial property in the promotion of innovation and creativity. Thereby it relies on the various missions set by

OMPIC in accordance with the priorities of this strategy. Simultaneously, OMPIC intervenes on all dimensions internationally, nationally and internally in addition to the aspects related to human capital.

The 2016-2020 strategy is also distinguished by the contribution of stakeholders and actors of industrial and commercial property who are willing to enrich the roadmap for the next coming five years and hence, confirm that industrial property occupies an important place in the service of Morocco's emergence plan.





# VISION OF THE

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## STRATEGY 2016-2020

The current Strategic Development Plan is a roadmap set up to implement the strategic directions for the coming five years. As part of this strategic plan for the year 2020, OMPIC strives to achieve its objectives while balancing between its various tasks, including :

- Its sovereign mission vis-à-vis the legal framework of industrial and commercial property, whose main objective is the granting of industrial and commercial property titles for the protection of these rights in accordance with the legal system;
- Its mission of accompanying corporates for a better use of industrial and commercial property through the promotion of the system and the tools it offers and the diffusion of information;

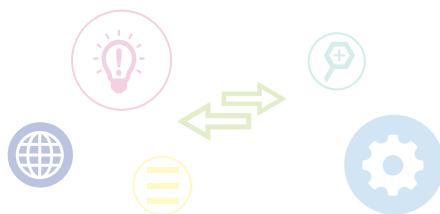
- Its mission of public service which represents a guarantee of a service combining quality, transparency, balance and rigor, put at the disposal of both the users and the system of industrial and commercial property;

- Its commercial mission that prompts OMPIC to always innovate, be attentive to the needs of its customers and develop added-value services.

The vision of industrial and commercial property strategy aims to «Position OMPIC as a key player in the promotion of creativity and innovation and be at the service of Morocco's Emergence plan».

Thus, this vision redefines the strategic business areas of OMPIC for year 2020, by taking into account the following principles :

- Participation and contribution to the implementation of national sectorial strategies including industrial Acceleration Plan.
- Implementation of development projects originated from the present strategic plan and based on the commitment and values of the different actors of OMPIC (Board of Directors, management, human capital, partners ...).
- Development of synergies with partners and similar organizations.
- Capitalization on the achievements of the objectives' agreement «Horizon 2015».



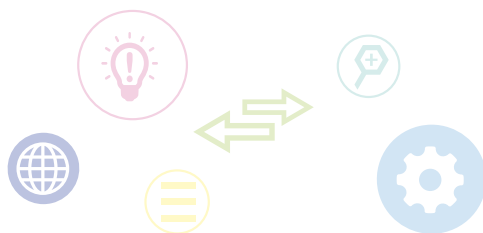
# STRATEGIC BUSINESS AREAS ON THE HORIZON 2020

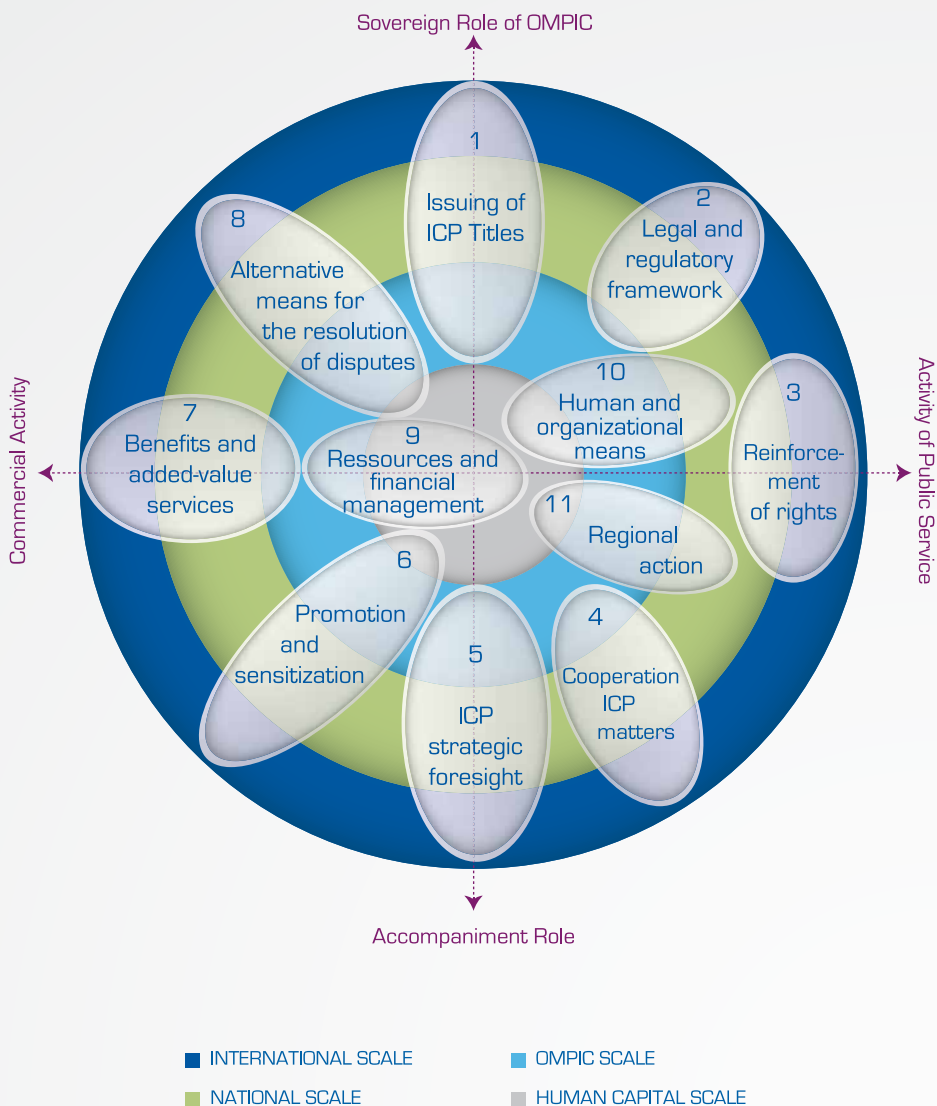
In order to achieve the objectives of the 2016-2020 strategy and in accordance with its vision, OMPIC has identified 11 strategic business areas for 2020, namely :

- Granting of ICP titles ;
- legal and regulatory Framework ;
- Enforcement of rights ;
- Cooperation on ICP matters ;
- Promotion and sensitization ;
- Technology foresight for ICP ;
- Benefits and added-value services ;
- Alternative means and resolution of disputes ;

- Resources and financial management ;
- Human and organizational means ;
- Regional action.

The identification of OMPIC's strategic business areas had to consider their positioning in regards to its four missions [ role or activity], while taking into account their interaction with the 4 components of OMPIC's environment [ human capital, internal environment of OMPIC, international level, national level], this positioning is structured according to the following cartography :





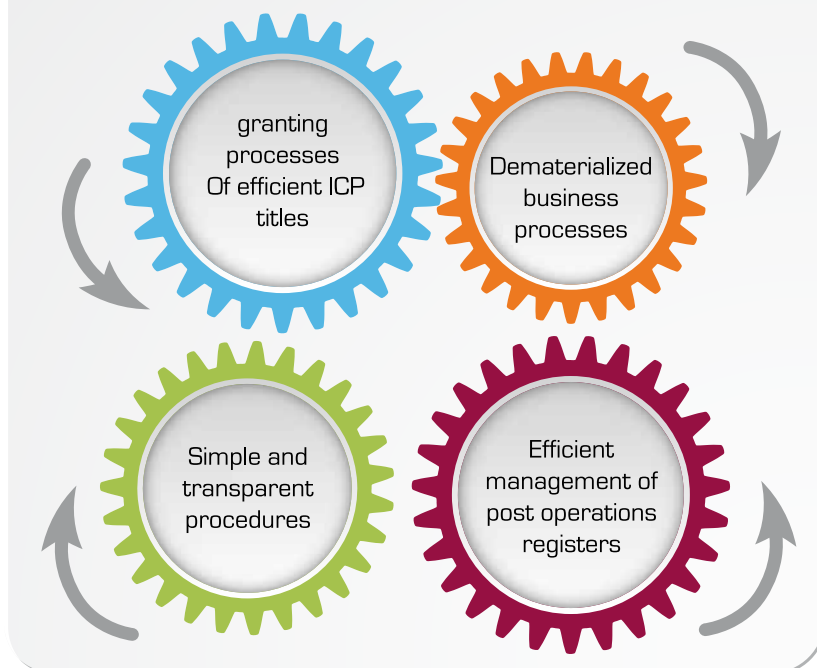
# STRATEGIC

## OBJECTIVES 2016-2020

The Industrial and Commercial property strategy relies on 11 strategic objectives, around which, projects whose duration ranges from 6 to 18 months, will be implemented annually. These projects will allow the achievement of 38 awaited outcomes for 2020 as follows :

### Strategic Objective no. 1

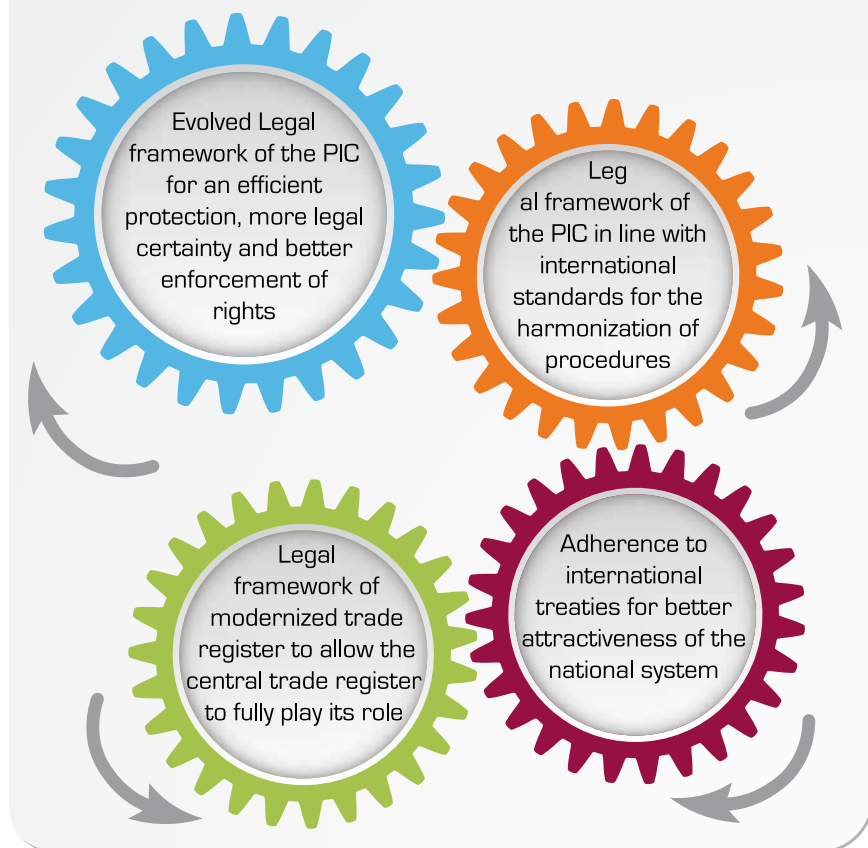
Granting ICP titles in accordance with best practices for more legal security



## Strategic Objective no. 2



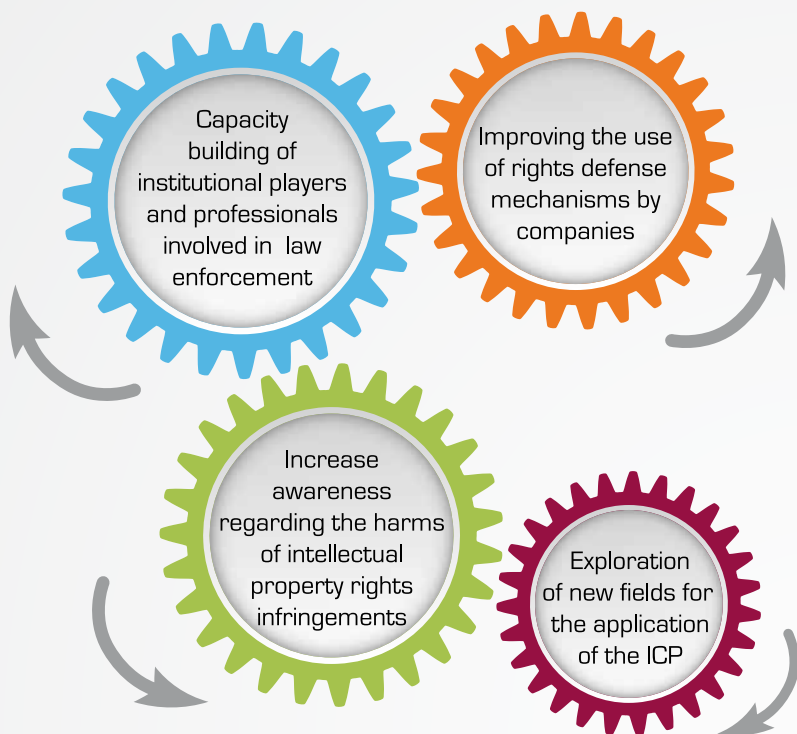
A legal ICP system at the service of creativity and investment



### Strategic Objective no. 3



Consolidate the efforts of coordination between the parties and improve the performance and effectiveness of measures for an enhanced implementation of the ICP rights

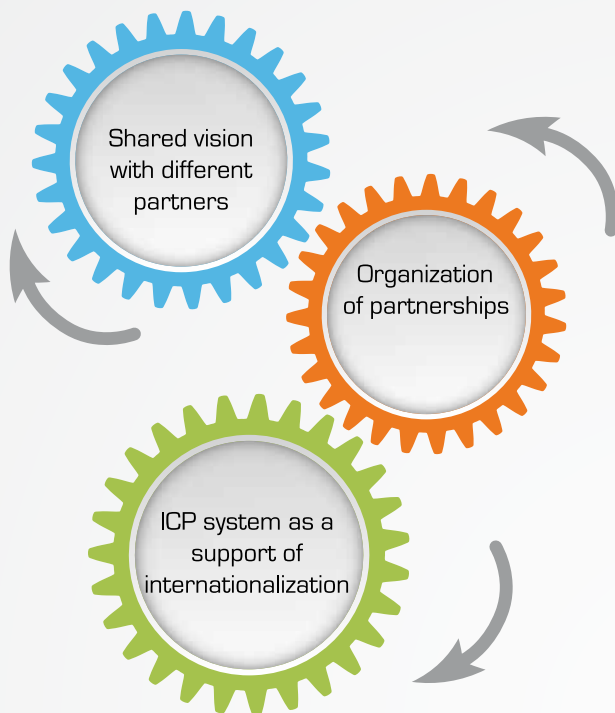




#### Strategic Objective no. 4



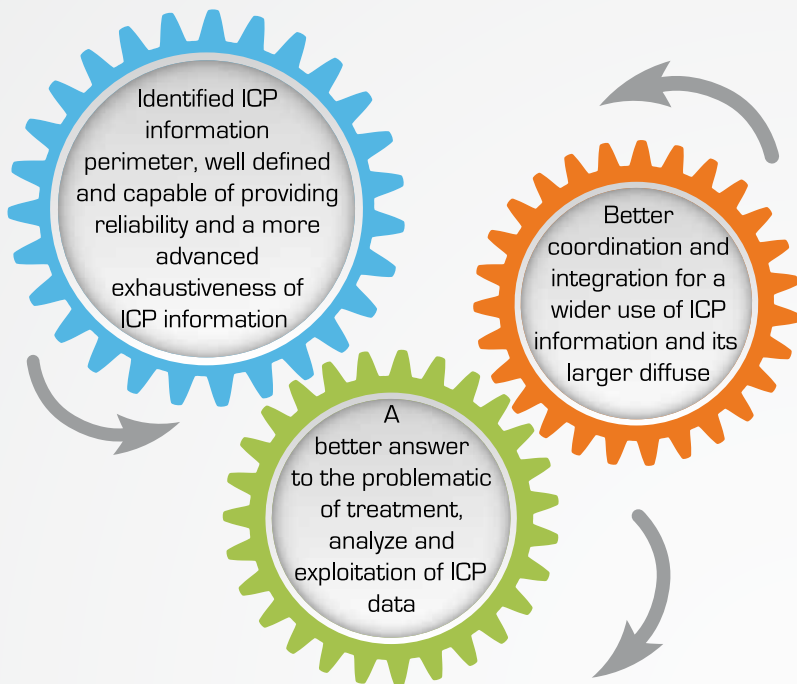
Develop dynamic, coherent, and effective relationships with partners on an national and international scale



## Strategic Objective no. 5



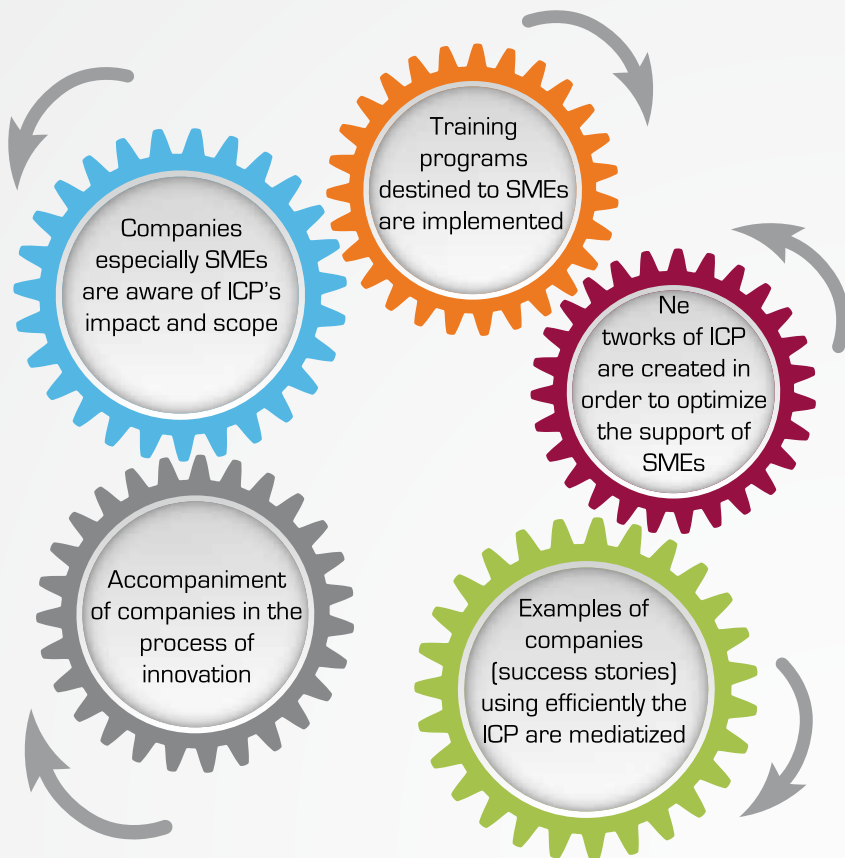
Use ICP information for developing strategic foresight and economic intelligence at the national and international level



## Strategic Objective no. 6



Developing ICP reflex within companies particularly SMEs



## Strategic Objective no. 7



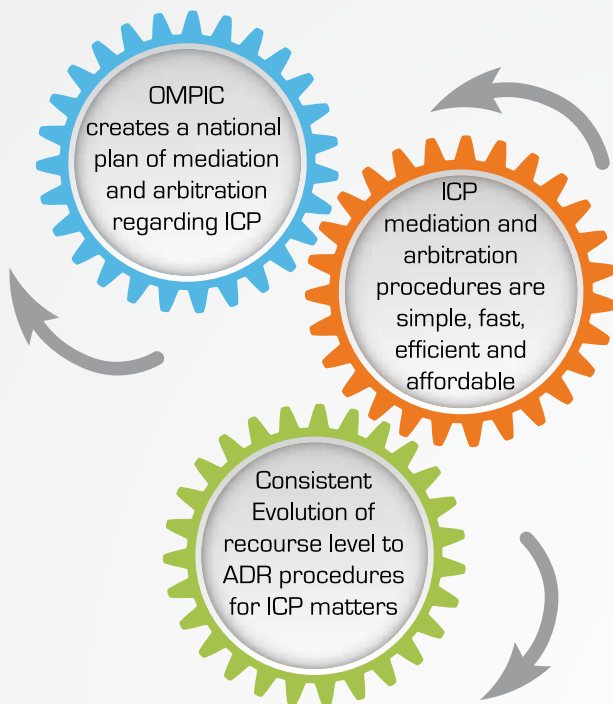
Company oriented services in favor of its development and the valuation of its intangible assets



## Strategic Objective no. 8



Strategic objective n°8 Mediation and arbitration, a new mechanism for the resolution of ICP conflicts



## Strategic Objective no. 9



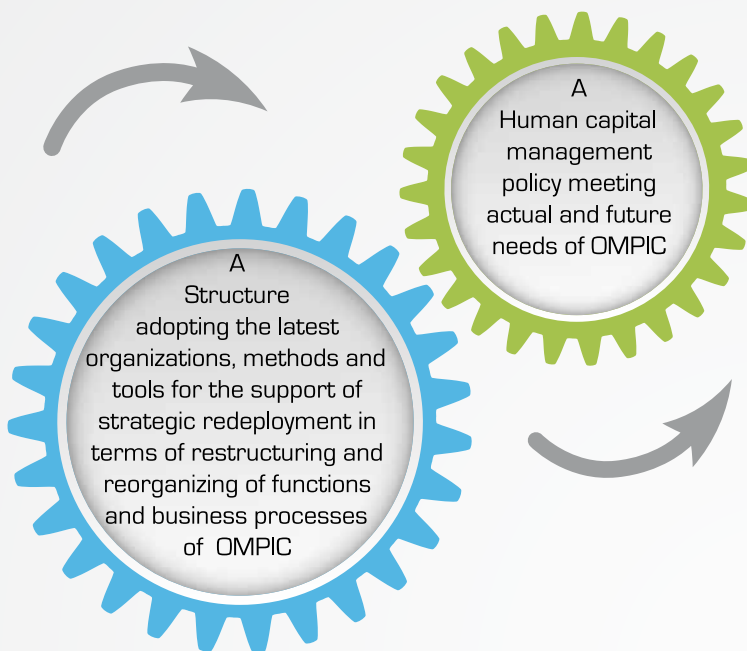
Modern Policy of financial resources management  
combining the challenges of auto financing  
and public service



## Strategic Objective no. 10



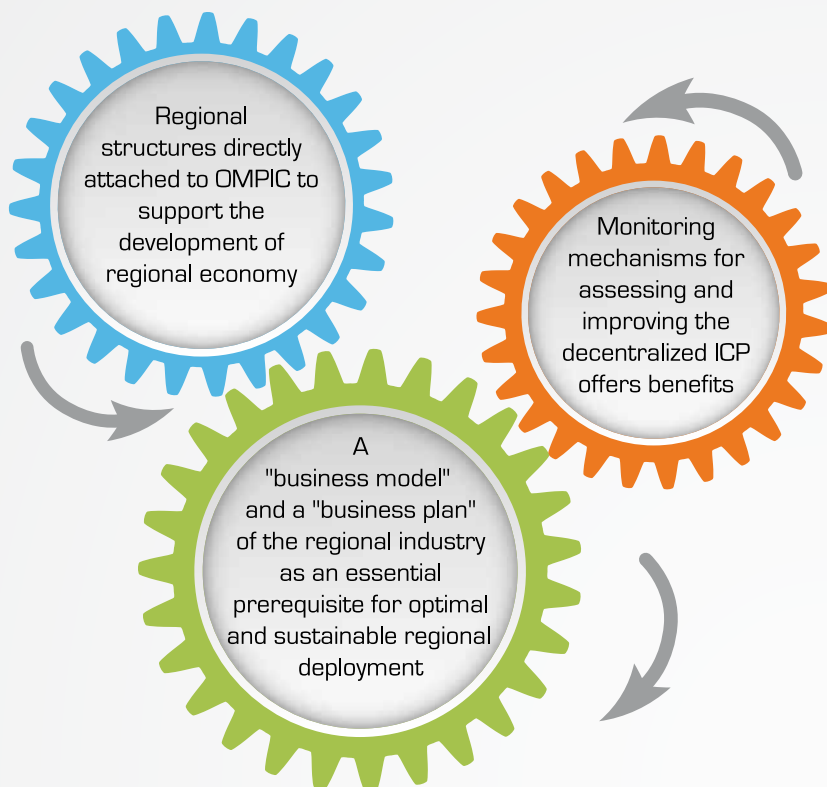
Human and organizational resources meeting the expectations of industrial and commercial property users



## Strategic Objective no. 11



Regional organization of OMPIC taking into account the advanced regionalization and accompanying the development of the regional economic fabric





# ABOUT

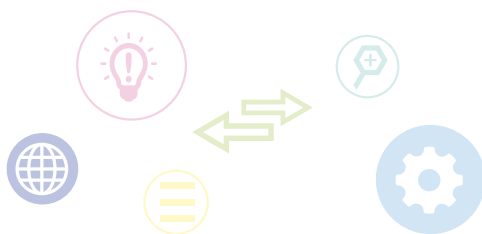
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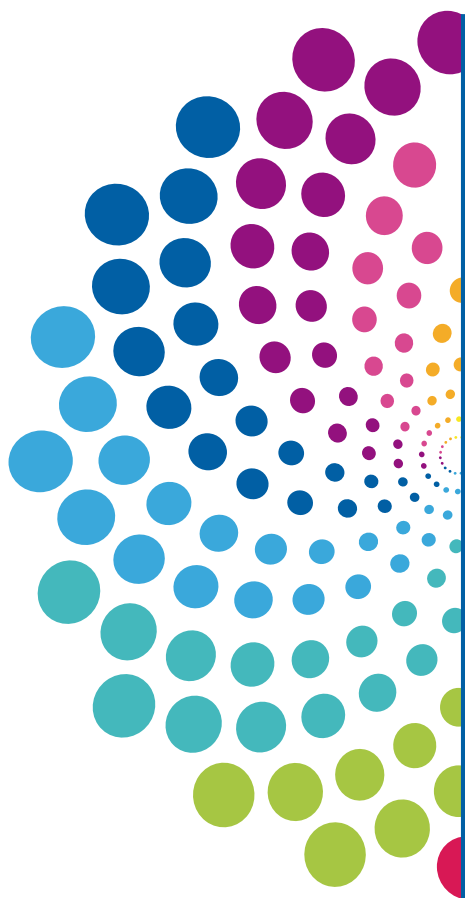
## THE OMPIC

The Moroccan Office of Industrial and Commercial Property (OMPIC) is a public institution endowed with moral status and financial independence. Its areas of expertise are, In accordance with Law No. 13.99 establishing OMPIC, as follows :

- Registration and management of industrial property rights: patents, trademarks, industrial designs and models.
- The holding of the central trade register and the granting of certificates and legal information on traders and trading companies.

- Legal assistance to the competent authorities and economic operators for all matters related to industrial and commercial property.
- Raising awareness among economic operators about issues related to its areas of expertise and cooperation with similar and international organizations.





STRATEGY OF INDUSTRIAL  
AND COMMERCIAL PROPERTY

2016-2020





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