

Opetus- ja kulttuuriministeriö  
Anna Vuopala, 16.9.2020

## Suomen puheenvuoro WIPO:n yleiskokouksessa 2020

Thank you, Mr. Rivasseau.

I am honored to take the floor on behalf of Finland. Finland highly values the multilateral work in WIPO towards further developing the regulatory framework of the IP system at a global level.

In these exceptional circumstances created by the pandemic, we are grateful for WIPO's engagement to continue this valuable work virtually. We hope that the experiences of virtual meetings encourage us to use them also in the future, where appropriate, alongside meetings in physical format. The IP system faces huge challenges in the new digital environment and data economy, including the impact of artificial intelligence on IP. Continuous contacts between experts and new flexible working methods are necessary.

We would especially like to thank **Director General Mr. Gurry** for his strong leadership at WIPO during his two terms. We would also like to warmly welcome **DG-elect Mr. Tang** to his forthcoming term in office, and look forward to close cooperation with him.

It is crucial that the IP system is gradually digitalized, so that the rightholders and the society as a whole continue to benefit from an efficiently operating IP framework.

Digitalization of the IP system is key in the creation of a new national IPR strategy in Finland. In developing the IP infrastructure, the initial step is to increase the capacity of stakeholders to understand the value of better identification of IP assets and interoperable standards for data exchange in the digital environment.

Finally, I would also express our sincere condolences for the passing away of a close colleague Carole Croella from the Culture and Creative Sectors at WIPO. Her absence has left a big space that will take a long time to heal.

Let me assure you, Mr. Chair, that Finland as Member of the European Union will continue to support you in your successful leadership of the General Assemblies.