



Industrial Design for creativity, innovation and economic development

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OMPIC – Morocco

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Industrial Design

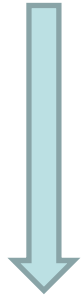
- Industrial design refers to the individual aspect of the product unlike the patent that relates to technical and functional aspect.
- Industrial design consists on composition of lines or colors or any three dimensional forms that are associated to lines or colors, which give special appearance to an industrial or handicraft product.

The importance of industrial design

The industrial designs cover a broad range of industry products and handicrafts, ranging from watches, jewellery, fashion and other luxury items, industrial or medical devices, textile designs, leisure objects (toys or accessories) To household items, furniture, electrical appliances, vehicles and architectural structures.



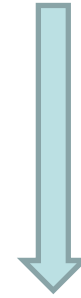
The importance of industrial design



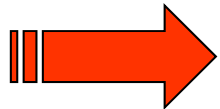
Attract the attention
of consumers



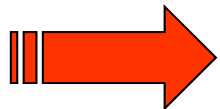
Distinction in the market



Marketing tool for
businesses



Investment in creativity and innovation



Amortization of the investment :

- Encourage the creativity;
- Foster innovation;
- Fight unfair competition.

Design and Handicraft sector Moroccan Case

- The Handicraft sector of Morocco is an engine of socio-economic development;
- The second creating job sector after agriculture : Handicraft sector employs nearly 2 million (20% of the labor force);
- The symbol of the ancient cultural wealth and expertise of master craftsmen.

Design and Handicraft sector

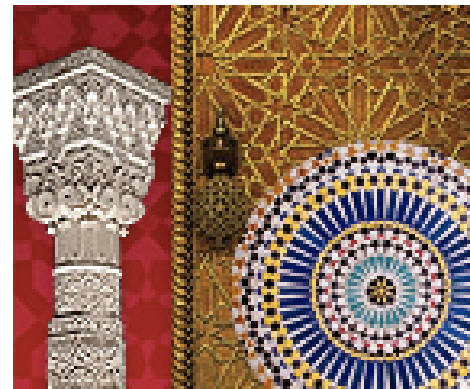
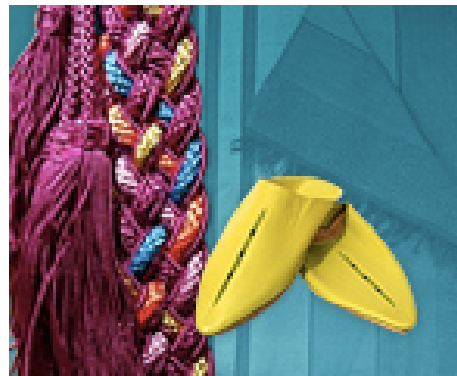
Moroccan Case

- Handicraft in Morocco is a field where innovation tradition joined modernity;
- Moroccans succeed in all kinds of crafts that reflect their identity : Pottery, weaving, basketry, metalwork, wood, glass and leather;
- Handicraft sector is composed of main branches : Home furnishings, Architecture, Jewellery, Decor, Clothing.

Design and Handicraft sector Moroccan Case

The Moroccan Handicraft Ministry has established a strategy development program with the objective of promoting the economic development of the handicraft sector in order to protect both of the consumer and the craftsman against counterfeiting.

Example of Design creation



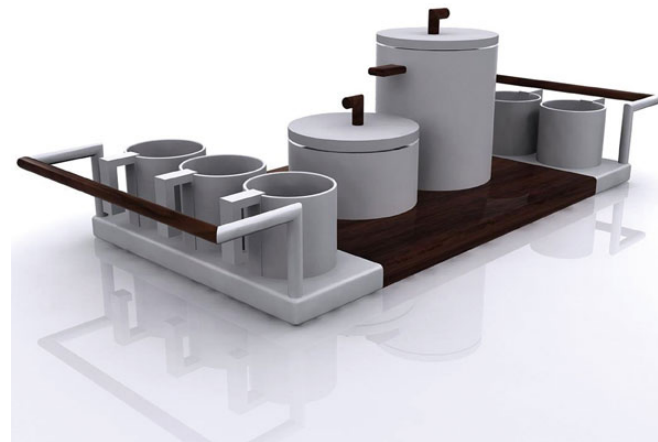
Example of Design creation

- Creating branded design;
- Duality between design and handicraft;
- Design poetic approach;
- Harmonization of materials, colors, patterns, and gold or silver;
- Creating handcrafted decorative items, modern crafts and scratched.



Example of Design creation

- Modernization of the art design in Morocco;
- Creation combining several concepts such as identity, history, culture, art and modernity;
- Sincere intellectual and creative process that combines sensitivity, history and civilizations, modernism, and the universality of creation and design in general.



Example of Design creation

Jewellery Designs



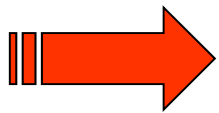
Protection and promotion

- Signature of a cooperation agreement and partnership Ministry of Handicraft and the Moroccan Industrial and Commercial Property Office (OMPIC) in 2008;
- Both parties agree to the establishment of a strategy for the protection and promotion of handicrafts sector through the implementation of various tools of industrial property.

Protection and promotion

Protection :

- Boosting the handicraft sector;
- Creation of a marker of differentiation of Moroccan Handicraft;
- Growth of the Moroccan handicraft industry;
- improvement of living and working conditions of the craftsmen;
- Convey an image of quality and creativity.



Morocco is a country of its tradition of design and craftsmanship, which allow Moroccan designers to develop and protect this heritage.

Protection and promotion

Two Designs awards were given to the best brand design and to the best product design, at the 5th edition of Morocco Awards held in December 2013, which is organized every year by the Ministry of Industry, Trade, Investment and the Digital Economy in collaboration with the Moroccan Industrial and Commercial Property Office (OMPIC), under the theme “Brand and Design”, in order to encourage creativity and innovation even for the conception of trademark, and also for design related to industrial and handicraft product.

Protection and promotion

The protection system of industrial designs has been improved through the implementation of the postponement of the publication that will allow applicants to have time to prepare their designs while being protected from competitors.

Protection and promotion

Concerning international protection, a draft law approving the Geneva Act of the Hague Agreement Concerning the International Registration of Industrial Designs was voted unanimously in Parliament .

The ratification procedure, in order to adhere to this Act, is in progress.

Protection and promotion

Morocco is in favor of a treaty on industrial designs which the project knows progress in its preparation at the SCT committee. This treaty will allow the development of a legal framework for industrial designs and the harmonization of procedures at the international level.

Protection and promotion

- According to the WIPO annual report, in 2012 Morocco is ranked among the top 20 first IP Offices on receipt of the registration of industrial designs applications and the number of registered industrial designs;
- The Moroccan IP Office will soon integrate the DesignView platform which is a common portal to view data on registered designs held by the national IP offices participants.

Protection and promotion

Collective mark and certification mark :

Arsenal enforcement :

- opposition system;
- civil and criminal actions;
- border measures;
- protection at the international level (Madrid system).

Geographical indication and appellation of origin :

There is no need to review the legislative and regulatory framework Moroccan on geographical indications, but simply the finalization of the process initiated by the establishment of a system acting on the recognition of GIs like GI for agricultural products.

Certification Marks of Handicraft products



ROYAUME DU MAROC

Secrétariat d'Etat auprès du Ministre du Tourisme
et de l'Artisanat Chargé de l'Artisanat



REGLEMENT D'USAGE
de la Marque Collective de Certification



selon le présent règlement d'usage. Ainsi, tous les utilisateurs de la marque, le seront en vertu d'un acte écrit les autorisant formellement à cet usage.

ARTICLE 4: CONTROLE

Le département Chargé de l'Artisanat se charge de veiller au contrôle du respect de ce règlement et de ses annexes. A cet effet, des échantillons doivent être soumis systématiquement par le producteur, une fois tous les six mois par un laboratoire agréé, notamment ceux agréés par l'arrêté n° 2249-05 du 7 chaoual 1426 (10 Novembre 2005) désignant les laboratoires chargés d'effectuer les essais et analyses dans le cadre du contrôle des produits dont les normes sont d'application obligatoire.

Le laboratoire procède aux vérifications nécessaires, selon les normes relatives aux produits comme indiqué sur le tableau en annexe 1.

Si l'organisme certificateur constate des écarts par rapport au référentiel, il en avise le Département Chargé de l'Artisanat qui prononce une suspension d'utilisation de la marque à l'encontre du membre concerné.

La suspension d'utilisation peut être définitive en cas de récidive et selon la gravité des écarts constatés.

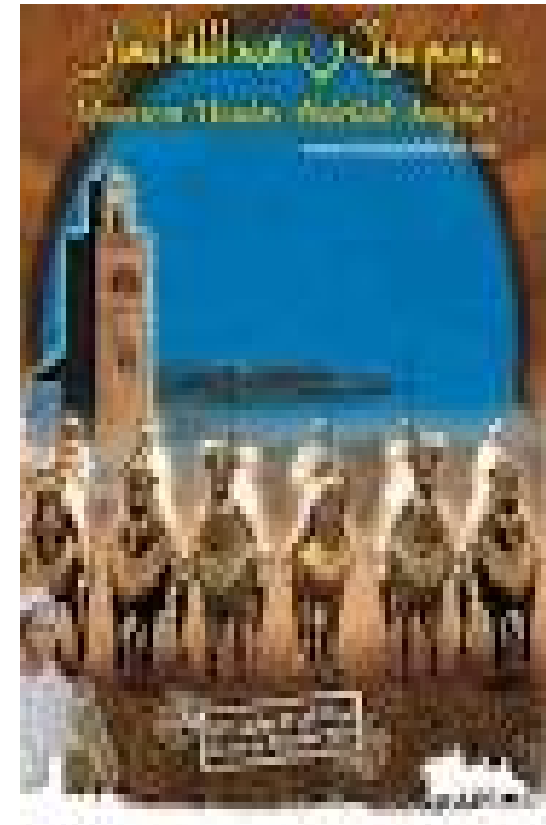
Outre l'échantillon remis par l'intéressé, le Département Chargé de l'Artisanat, effectuera des contrôles inopinés des produits ayant obtenu le droit d'usage de la marque.

ARTICLE 5 : DISPOSITIONS PARTICULIERES CONCERNANT LE MAROUAGE

Les produits admis à la marque - et eux seuls - peuvent porter, de manière apparente le logo de la marque. Ce logo devra obligatoirement être accompagné du numéro d'autorisation de l'usage de la marque figurant sur le certificat remis au bénéficiaire.



Certification Marks of Handicraft products





Thank you for your attention

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