

13. Case Study 3: Follow-up Activities of ACCU Copyright Workshops in Other Countries

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I would like to introduce to you examples of copyright promotional activities by three Asian countries. They are Viet Nam, Myanmar and Indonesia, countries that copyright seminar/workshop with ACCU in 2005 and 2006.

1. Viet Nam

In Viet Nam, a seminar and workshop took place in Hanoi for 4 days in March 2005. It was co-organised by Kim Dong Publishing House, one of the leading publishers in Viet Nam, and Copyright Office of Viet Nam. At the time though Viet Nam ratified Berne Convention the year before, it was still difficult for Viet Nam to implement the convention. Target audiences were mainly publishers from all over Viet Nam who needed basic knowledge of copyright, administrators and those from various organizations concerned with copyright. More than 100 participants attended the workshop.

After the workshop, 30000 copies of the Vietnamese version of Asian Copyright Handbook were produced. This handbook included the edited and revised questions and answers discussed at the workshop. After production, it was distributed all over Viet Nam, to administrative bodies, concerned associations, schools, libraries, publishers, media, etc. utilising the network of Kim Dong Publishing House. An example from among trainings and seminars that utilised the Viet Nam version of the Handbook is the one organized by Kim Dong Publishing House and Microsoft Vietnam in co-operation with the Ministry of Education and Training. It introduced copyright concept to secondary school children. Another effect of the workshop was that a newspaper set up a question and answer session to answer all the queries related to copyright from the readers. There is also a plan by Kim Dong Publishing House to produce a comic book on copyright targeted at lower secondary school children.

2. Myanmar

In Myanmar, a workshop was held for three days in September 2005, inviting more than 80 participants for the lectures and 50 participants for the group work session. It was organized by Myanmar Writers and Journalists Association supported by the Ministry of Information. At the time, Myanmar was producing the 8th draft for its new copyright law. Experts felt the necessity to

promote copyright awareness to people engaged even in creative work.

After thorough discussion, questions and answers were drafted, edited and compiled as appendix to the Myanmar version of Asian Copyright Handbook. 15000 copies of the handbook were produced and distributed to administrators, concerned bodies, publishers, libraries, students, etc. The workshop prompted many articles in newspapers and periodicals, interviews and panel discussions on TVs, and paper-reading sessions.

There were many kinds of lectures, talks and discussions, but most important one might be the National Seminar on Copyright and Related Rights in Creative Industries in Yangon in May 2006 organized by Myanmar Writers and Journalists Association and WIPO. Also, Myanmar is presently requesting WIPO to hold a feasibility study to build a collective management system in the country.

3. Indonesia

In Indonesia, four-day seminar and workshop on copyright awareness and production and utilisation of the Indonesian version of the handbook was held in Jakarta in January 2006. It was co-organised by Indonesian Book Publishers Association with the support of Ministry of Law and Human Rights. Although Indonesia enacted copyright law in the 1980s and has made amendments bringing into conformity with international standards, the people in the creative market are much concerned about copyright infringements and needed enforcement of the law and promotional activities for everyone.

In April 2006, 40000 copies of the Indonesian version of Asian Copyright Handbook were published by Indonesian Book Publishers Association. In disseminating, they used their network of branches in various islands in Indonesia, and taking time, they held seminars at book launching sessions. Since May, there were seminars in Yogyakarta, Bali, Jakarta Book Fair, South Sulawesi, Surabaya Book Fair, and more are planned in South Sumatra and West Sumatra. There are also copyright discussions held by institutions other than Indonesian Book Publishers Association. Another seminar is also planned at Indonesia Book Fair in December this year, in cooperation with IFFRO and WIPO.

CHAPTER II

4. Mongolia

I would like the Workshop in Mongolia to be as active as previous ones, especially discussing and drafting action plans for copyright awareness programmes in Mongolia including dissemination plans of the Mongolian version of Asian Copyright Handbook.

As previously said, 2500 copies of the Mongolian version will be published and disseminated. It will also be available on the internet (http://www.ACCU.or.jp/appreb/10copyr/10_2hb.html) along with all the other previous translated versions. The Workshop report both in English and Mongolian language will be available within a couple of months which includes all the presentations and results.

Please give your ideas and comments on the handbook as well as your thoughts on copyright itself, so as to make copyright most suitable to Mongolia, as Mr. Okamoto mentioned in his lecture on Day Two.

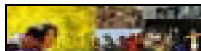


National Workshop for Copyright Awareness and Production and Utilisation of The Mongolian Version of Asian Copyright Handbook
Ulaanbaatar, 5-7 October 2006

**Case Study 3:
Follow-up Activities of ACCU Copyright Workshops**



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Asian Copyright Handbook published in 2004

Workshops

- to produce local version
- to promote copyright awareness

Viet Nam (2005)
Myanmar (2005)
Indonesia (2006)



VIETNAM
Seminar and Workshop in Hanoi, 15 – 18 March 2005
Co-organised by :
Kim Dong Publishing House
Copyright Office of Viet Nam





VIETNAM follow-up activities

- Publication of 30000 copies of Vietnamese version of ACH
- Distribution of ACH to administrative bodies, concerned associations, schools, libraries, publishers, media, etc.
- Training programmes utilising the Vietnam version
- Seminar for secondary school children
- Q & A session by a newspaper
- Production of a comic book with copyright topic for lower secondary school students being planned



MYANMAR
Seminar and Workshop in Yangon, 7-9 September 2005
Co-organised by :
Myanmar Writers and Journalists Association
Supported by : Ministry of Information

MYANMAR - follow-up activities

- 15000 copies of the Myanmar version published
- Distribution to administrators, concerned bodies, publishers, libraries, etc.
- Articles on newspapers and periodicals
- Interviews and panel discussions on TVs
- Paper-reading sessions



MYANMAR - follow-up activities

- Lectures, talks and discussions
- National Seminar on Copyright and Related Rights in Creative Industries (MWJA & WIPO) – 16-17 May 2006, Yangon
- Requesting WIPO to hold a feasibility study to build a collective management system in Myanmar



INDONESIA

Seminar and Workshop in Jakarta, 23-26 January 2006

Co-organised by :
Indonesian Book Publishers Association (IKAPI)

Supported by : Ministry of Law and Human Rights



INDONESIA - follow-up activities

- 40000 copies of the Indonesian version published
- Seminars to enhance copyright awareness and distribution of the book organised by IKAPI
Yogyakarta (17 May), Bali (19 May), Jakarta Book Fair (4 July) , South Sulawesi (7 September), Surabaya Book Fair, South Sumatra, West Sumatra
- Copyright Discussions by other institutions
- Seminar at Indonesia Book Fair in cooperation with IFFRO & WIPO in December

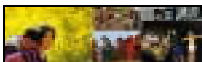


MONGOLIA

Seminar and Workshop in Ulaanbaatar

5-7 October 2006

Co-organised by
Mongolian National Commission for UNESCO
Intellectual Property Office of Mongolia



MONGOLIA- follow-up activities

- 2500 copies of the Mongolian version of Asian Copyright Handbook (January 2007)
- Dissemination of the Handbook (early 2007)
- Seminahr/workshop report in English and Mongolian
- Other promotional activities