

### Strategy development project

In order to meet the complex requirements in a constantly changing environment also in future, we have further developed our vision for the year 2020.

#### Vision of DPMA2020

The DPMA is the national centre of expertise for intellectual property protection.

As an examining office, we support the innovativeness and creativity of the economy and take an outstanding position in the international IP system.

We have set ambitious goals for reaching this vision, which can be seen in the 'Vision of DPMA2020' figure:

In order to reach the strategic goals, our strategy teams, which are made up of staff from all of our departments, have developed different fields of action. For example, we want to further improve quality and efficiency of our office and even more focus on customer orientation with the introduction of further data processing tools.

The operational partial strategies and measures resulting from the fields of actions will be successively implemented in the next few months. We use a generic milestone process specifically developed for this purpose to ensure predictability, transparency and measurability.

Exchange of experience on strategy with other federal offices was initiated in 2015 and will be continued in the next years.

