

Ambassador HEIDI SCHRODERUS-FOX

8.7 CITF handover ceremony

Distinguished fellow Ambassadors, Deputy Director General and Assistant Director General, Heads of IP Offices,

- WIPO GA's are always extremely busy! We are here to discuss issues of common interest and making decisions. We are grateful to WIPO for providing us the space for this high-level event
- **Copyright is facing tremendous pressure from fast evolving digital environment.**
- Finland wants to ride in the forefront of it. Only with common action is it possible to make progress in modernizing the copyright infrastructure.
- GenAI is changing copyright the way we know it. This development is closely followed by both WIPO, the regional IP organizations and institutions on regional and national levels. Everybody is working on solutions for the AI conundrum!
- Finland has promoted this work on national, European and global level **already for a decade this year**, 4 years leading the Copyright Infrastructure Task Force. I'm therefore very pleased to see you all here for the handover ceremony for the results of this work.
- When we **speak about copyright**, we speak mostly about the protection of creative and cultural assets, **the legislation**. It is important to remember that when we **protect copyright**, we aren't just protecting content and financial investments; we are protecting the **sovereignty of human expression, throughout the world**.
- We need infrastructure to enable transparency in crediting and payment to rightholders but also licensing solutions. We need to be able to distinguish between human and machine. This is possible via automation through new technologies.
- Finland believes a level playing field for the uptake of new technologies requires work on the "semantic layer". This is not just semantics, believe me!
- I'm happy to hand over the floor to Anna for a short introduction and hope this can be the start of a series of fruitful exchanges!