



Smarter IP, Stronger Business:

Five Years of WIPO's IP Management Clinics

WIPO General Assembly Side Events 2025

On the occasion of the 66th Series of Meetings of the Assemblies of the Member States of the World Intellectual Property Organization (WIPO) the WIPO Secretariat is pleased to invite you to the panel discussion on experiences and operational insights from the delivery and management of IPMCs and to showcase outcomes from across regions.

July 11 From 1.30 p.m. to 2.50 p.m.

New Building, Room 0.107 WIPO Headquarters, Geneva

A light lunch will be offered to participants from 1.00 p.m. to 1.30 p.m.

In today's knowledge-driven economy, how effectively enterprises manage their intangible assets can make the difference between success and failure. A robust IP strategy reduces risks, provides a competitive edge, attracts investors and creates pathways for long-term. Recognizing this, the World Intellectual Property Organization (WIPO) launched the IP Management Clinics (IPMC) program five years ago. This four to six-month initiative supports SMEs and startups in formulating practical, business-aligned IP strategies, through tailored mentoring, training and tools.

So far, the IPMC program has reached approximately 1,000 enterprises worldwide across sectors including green-tech, health-tech, AI, fashion, food & beverage, furniture, audiovisual and more. With 50 clinics implemented globally in collaboration with national and regional IP Offices, the time is right to reflect on this journey, share insights, and explore opportunities to scale and strengthen support for innovation-driven enterprise growth. This panel brings together representatives from participating IP Offices to:

- Share experiences and operational insights from the delivery and management of IPMCs,
- Showcase success stories and outcomes from different regions, and,
- Explore future collaboration to strengthen IP management support for enterprises.



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Welcome Remarks

Mr. Marco Aleman, Assistant Director General, WIPO

Introduction: IP Management Clinics Program
Mr. Guy Pessach, Director, IP for Business Division, WIPO

Panel discussion on experiences and operational insights from the delivery and management of IPMCs and to showcase outcomes from across regions

Moderator:
Ms. Silvija Trpkovska, Counsellor, IP for Business Division, WIPO

Panelists:
Mr. Konstantinos Georgaras, Chief Executive Officer, Canadian Intellectual Property Office (CIPO)

Ms. Garmai Koboi, Director General, Liberia Intellectual Property Office (LIPO)

Ms. Yusnieza Syarmila Yusoff, Acting Director General, Intellectual Property Corporation of Malaysia (MyIPO)

Mr. Kong Hwee Tan, Chief Executive, Intellectual Property Office of Singapore (IPOS)

Ms. Uyanga Enkhjav, Senior Foreign Relations Officer, Intellectual Property Office of Mongolia (IPOM)

Mr. Futoshi Yasuda, Deputy Commissioner, Japan Patent Office (JPO)

Closing Remarks

Mr. Kunihiro Fushimi, Director, International Classifications and Standards Division and FIT/JP Global Manager, WIPO