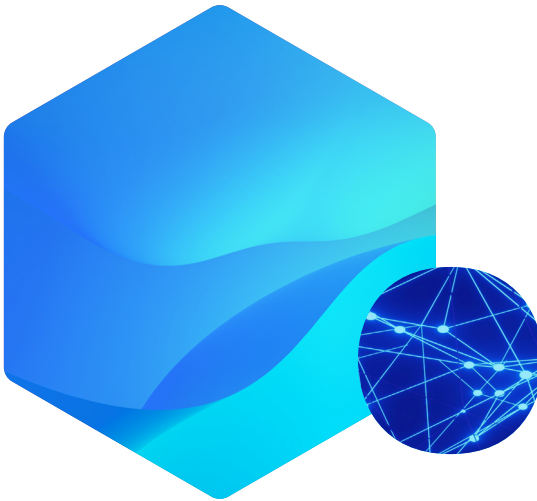




World Intangible Investment Highlights 2025

Better Data for Better Policy



Join us for the global launch of the 2025 edition of the *World Intangible Investment Highlights*, co-published by WIPO and the Luiss Business School. This event will unveil new data on global trends in intangible investment across a diverse range of economies and across various types of assets such as software & data, brands and designs. Business leaders and policymakers will discuss these findings and offer insights on how the recent boom in artificial intelligence may impact investment in both tangible and intangible assets.

Wednesday, July 9, 2025
8.30 a.m. to 10 a.m. (CEST)
7.45 a.m. to 8.30 a.m. Breakfast
AB Building, Room A. In-person.

Global launch World Intangible Investment Highlights 2025

8.30-8.40 a.m. High-level opening

Mr. Marco M. Alemán, Assistant Director General, Intellectual Property and Innovation Ecosystems Sector (IES), WIPO

Ms. Anna Jardfelt, Director-General, Swedish Intellectual Property Office (PRV), Sweden

H.E. Mr. Guilherme de Aguiar Patriota, Ambassador, Permanent Representative of Brazil to the World Trade Organization (WTO) and other Economic Organizations in Geneva, Geneva

8.40-8.55 a.m. Keynote speech: "Rethinking Progress in an Intangible Economy"

Dame Professor Diane Coyle, Bennett Professor of Public Policy and Co-Director, Bennett Institute for Public Policy, University of Cambridge, Cambridge, United Kingdom

8.55-9.20 a.m. Presentation of the World Intangible Investment Highlights 2025

Ms. Cecilia Jona-Lasinio, Professor of Applied Economics, Luiss Business School, Italy

Mr. Carsten Fink, Chief Economist; Mr. Sacha Wunsch-Vincent, Head, Section; Ms. Anmol Kaur Grewal, Research Fellow, Department for Economics and Data Analytics (DEDA), IES, WIPO, Geneva

Commentators:

Mr. Júlio César Castelo Branco Reis Moreira, President, National Institute of Industrial Property (INPI), Brazil

Mr. Unnat Pandit, Controller General of Patents, Designs and Trade Marks (CGPDTM), Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, India

9.20-9.55 a.m. Industry roundtable: “Artificial Intelligence (AI) Powering Intangible Assets”

Industry representatives will explore how AI is impacting overall tangible and intangible investment and how it is augmenting intangible assets such as R&D, design, or brands.

Ms. Elisabeth Stewart Bradley, 2025 President, International Trademark Association (INTA); Vice President, Innovation Law, Bristol Myers Squibb, United States of America (USA)

Mr. Vivek Mohindra, Senior Vice President, Corporate Strategy, Dell Technologies; Delegate, Intellectual Property Owners Association, USA

Ms. Maeda Mina, Deputy General Manager, IP Innovation Division, Global Intellectual Property Group, Hitachi; Delegate, Japan Intellectual Property Association, Japan

Adjournment

Ms. Anna Jardfelt

Director-General, Swedish Intellectual Property Office, Sweden

Ms. Anna Jardfelt was appointed Director-General of the Swedish Intellectual Property Office in August 2024. Prior to this appointment, Ms. Jardfelt served as a career diplomat holding such positions as Permanent Representative of Sweden to the United Nations Office in Geneva, Ambassador to Kenya, Permanent Representative to UNEP and UN-Habitat in Nairobi and Ambassador to the European Union's Political and Security Committee in Brussels. Between 2010-2014 she served as the Director of the Swedish Institute of International Affairs (UI). Ms. Jardfelt has a Master of Law Degree. She is married with two children.



H.E. Mr. Guilherme de Aguiar Patriota

Ambassador, Permanent Representative of Brazil to the World Trade Organization and other Economic Organizations in Geneva

A career diplomat since 1983. He was Brazil's Alternate Permanent Representative to the United Nations in New York and subsequently in Geneva, as well as Special Representative to the Conference on Disarmament. Negotiated the Agenda 2030 and the SDGs for Brazil, as well as the World Intellectual Property Organization's Development Agenda; the Agreement on the Prohibition of Nuclear Weapons and, recently, chaired the WIPO Diplomatic Conference which adopted an Agreement on Intellectual Property, Genetic Resources and Associated Traditional Knowledge. Also chaired the United Nations' group of experts on cybersecurity and on the prevention of an arms race in outer space. Served in Brazil's Permanent Missions to the OAS and to ALADI, in the Brazilian Embassy in New Zealand and in the General Consulates of Brazil in Mumbai and Tokyo. Studied biological sciences at the Federal University of Rio de Janeiro and at the University of Brasília..



Dame Professor Diane Coyle

Bennett Professor of Public Policy and Co-Director, Bennett Institute for Public Policy, University of Cambridge, United Kingdom (UK)

Ms. Diane Coyle is the Bennett Professor of Public Policy at the University of Cambridge and co-director of the Bennett Institute, where she leads research on progress and productivity. Her latest book, *The Measure of Progress* (April 2025), explores how we define and measure economic improvement. Her work focuses on productivity, the digital economy, and economic measurement. Diane serves on the UK Government's Industrial Strategy Council and New Towns Taskforce, and advises the Competition and Markets Authority. She has held roles with the BBC Trust, Competition Commission, and Natural Capital Committee. In 2023, she was awarded a DBE for services to economics and public policy.



Ms. Cecilia Jona-Lasinio

Professor of Applied Economics, Luiss Business School, Italy

Ms. Cecilia Jona-Lasinio is a Full Professor of Applied Economics at LUISS Business School and a Senior Economic Advisor at the OECD. In 2023, she was a Fellow at the NBER Program in Economic Measurement. Her research focuses on the digital economy, intangible capital, productivity growth, and global value chains. She has contributed to numerous EU-funded projects and consulted for international organizations. Professor Jona-Lasinio holds a Ph.D. in Econometrics from the University of Tor Vergata and a Master's from the Graduate Institute in Geneva. In 2017, she was a joint first-place winner of the Indigo Prize - LetterOne Foundation (UK).



Mr. Júlio César Castelo Branco Reis Moreira

President, National Institute of Industrial Property (INPI), Brazil

Mr. Júlio César Castelo Branco Reis Moreira has been the President of the National Institute of Industrial Property (INPI) since 2023. Previously, he served as Director of Administration from 2018 to January 2023 and as Director of Patents from 2011 to June 2018. Mr. Moreira has been a researcher in industrial property at the INPI since 1998 and worked as a Patent Examiner until 2007. He holds a degree in Chemical Engineering from the Federal University of Bahia (1990), a Master's degree in Petroleum Science and Engineering from the State University of Campinas (1993) and a PhD in Chemical and Biochemical Process Technology from the Federal University of Rio de Janeiro (2006).



Mr. Unnat Pandit

Controller General of Patents, Designs and Trade Marks, Department for Promotion of Industry and Internal Trade, Ministry of Commerce and Industry, India

Dr. Unnat P Pandit is a Professor of IP, Innovation and Entrepreneurship at Jawaharlal Nehru University and currently serving as Controller General of Patents, Designs and Trade Marks (CGPDTM) at the DPIIT, Government of India. Formerly, Prof Pandit served as a Dean of School of Management & Entrepreneurship @JNU and as a Program Director of Atal Innovation Mission (AIM) at NITI Aayog. Professor Pandit was also a Member of IPR Think Tank constituted to draft the National IPR Policy of India. Dr. Pandit has also worked as Officer on Special Duty to Commerce and Industry Minister, GoI. Dr. Pandit has also served as Head IP in the Pharma Industry. He has held academic, industry, and bureaucratic roles contributing to India's IP, innovation, and entrepreneurship ecosystem. He has also actively participated in various government bodies shaping related policies.



Ms. Elisabeth Stewart Bradley

2025 President, International Trademark Association (INTA) and Vice President, Innovation Law, Bristol Myers Squibb, United States of America (USA)

Ms. Elisabeth Stewart Bradley is the Vice President, Innovation Law: Trademarks, Copyrights, and Brand Protection at Bristol Myers Squibb Company, a global biopharma company, and is based in their Princeton, N.J. offices. She joined Bristol Myers Squibb in 2011, following eight years as in-house trademark counsel in the consumer products industry. Prior to Bristol Myers Squibb, Ms. Stewart Bradley was in private practice in New York City for several years, handling both litigation and IP matters for a diverse range of clients. She has been an active INTA volunteer since 2004. In her role as INTA 2025 President, Ms. Stewart Bradley is Chair of the Board of Directors and Executive Committee.



Mr. Vivek Mohindra

Senior Vice President, Corporate Strategy, Dell Technologies; Delegate, Intellectual Property Owners Association, USA

Mr. Vivek Mohindra is Dell Technologies' SVP of Corporate Strategy, working with the CEO and COO to shape strategic direction. He previously led a business in Dell's Client Solutions Group and held executive roles during his earlier tenure (2005–2008). Returning in 2020, Mr. Vivek brings experience from McKinsey, Freescale Semiconductor, TPG Capital, and New Science Ventures. He has served on over 10 boards, including GlobalFoundries and CyberOptics, and currently advises Carnegie Mellon's Electrical and Computer Engineering department. Mr. Vivek holds a Bachelor's in Chemical Engineering from IIT Roorkee, and an MBA and PhD in Chemical Engineering (semiconductors) from MIT.



Ms. Mina Maeda

Deputy General Manager, IP Innovation Division, Global Intellectual Property Group, Hitachi; Delegate, Japan Intellectual Property Association, Japan

Ms. Mina Maeda holds a Master's in Electrical Engineering and an MBA, with over 20 years of IP experience at Hitachi. More than half of her work has focused on a digital area. From 2020, she served two years at the Cabinet Office of Japan, contributing to national data and IP policy development. With a blend of corporate IP expertise and national policy experience, she brings a holistic view to digital innovation and IP contribution to it.

