

IP as a Business Tool



WIPO's IP Management Clinic supporting SMEs in the area of Agriculture 4.0 in ASEAN





IP matters to you, your business and the global economy

Intellectual property (IP) is a powerful business tool for your products and services to become innovations, brands and designs that are successful in a global marketplace and digital economy. It allows you to increase the visibility, attractiveness, and value of your products on the market, distinguish your business and its products from the competition and more.

WIPO, along with the Department of Intellectual Property (DIP), Ministry of Commerce, Thailand, Intellectual Property Office of the Philippines (IPOPHL) and the Intellectual Property Corporation of Malaysia (MyIPO) are here to support you!

The World Intellectual Property Organization (WIPO) is an impact driven agency with the mission to bring IP to the grassroots and helping innovators and creators on the ground to use IP to bring their ideas to the market.

WIPO together with **DIP**, **IPOPHL**, and **MyIPO** would like to invite Philippine, Malaysian and Thailand enterprises using AI and digital technologies to improve farming methods (sometimes referred to as Agriculture 4.0) to participate in WIPO's IP Management Clinic for ASEAN.



About WIPO's IP Management Clinic supporting SMEs in Agriculture 4.0 in ASEAN



This project aims to help Agriculture 4.0 companies understand IP and use it as a strategic business tool for growth.

WIPO will select the participating SMEs/upstart-ups. All the selected companies need to do is to commit to investing their time to actively participate and engage in the activities that will be conducted in a combination of English and a local language wherever possible.

The project is designed specifically for SMEs/upstart-ups who have some basic knowledge in IP but are committed to understanding how to use IP as one of their strategic assets as they grow their business.

The project includes a number of different activities, including training/learning opportunities, group coaching and one-on-one expert advice sessions that are specifically tailor-made to the business needs of the participants. The activities will support participants in understanding the value of IP for their business and in building IP strategies and portfolios that support their commercial activities and improve their competitiveness.

The activities focus on achieving tangible outcomes to support the participants' businesses. More information is provided in the next page.

Who should apply?

The project is suitable for a large range of SMEs/ start-ups including for example businesses who use AI and digital technologies to improve farming methods, from plant-monitoring drones to smart irrigation systems.

How to apply



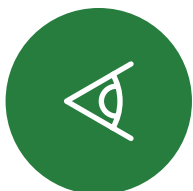
Applying is easy. Please simply click on the following link for Application for IP Management Clinic and fill the application survey

<https://bit.ly/SurveyIPManagementClinic>

by **June 30, 2025**

Selection criteria

The project would be of particular value to companies that are already using the IP system to support their work and have



a clear vision of their business model



started on their journey of integrating IP into their business strategy, for example by having registered at least one IP right (e.g., trademark, patent, design etc.) or mapped their products and/services with a view to understanding how to best use IP to protect them



an entrepreneurial team (a minimum of two people), with good command of English in addition to the local language

Please note that participants will be asked to confirm that they are willing and able to provide non-confidential information on their product/technology, business model and industry necessary to provide tailored training and advice.

Questions?

If in doubt or if you have any questions,
you can contact us via
gonzalo.roviraplancarte@wipo.int
Please note we will do our best to support
you but also that we cannot comment on
the ongoing selection process.



Interaction with external IP and business experts

The external experts will organize one-on-one mentoring sessions with the participating enterprises and provide them with support on the development of IP strategies and a roadmap by:



taking stock of company's IP



guiding the companies in developing the roadmap for their IP strategies and building sound IP portfolios



formulating/refining the IP strategy



guiding individual enterprises in gathering relevant information



providing feedback and actionable recommendations

Activities



Orientation session



One-on-one mentoring sessions



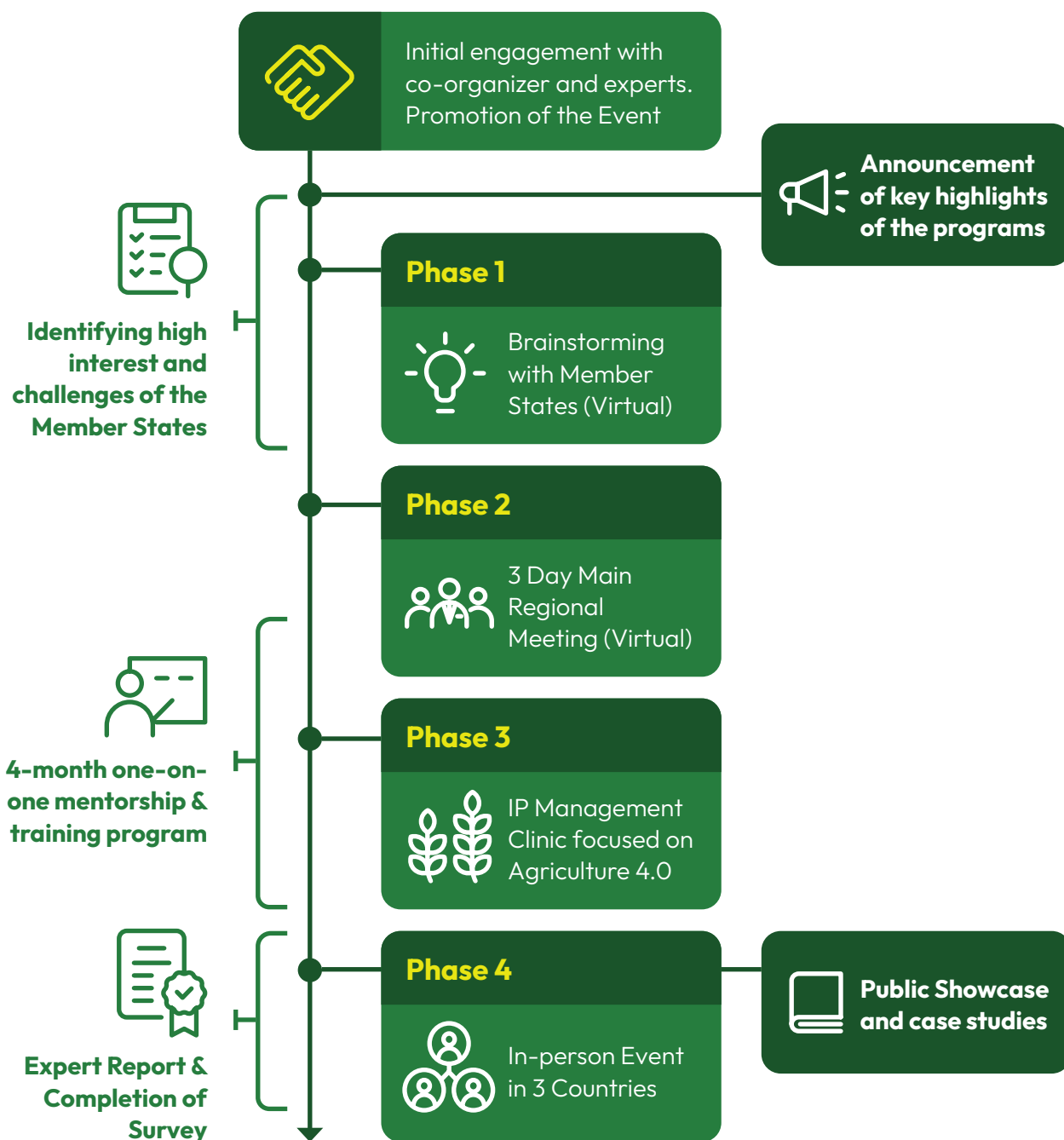
Training opportunities and access to practical tools and services



Regional public event to showcase the results

The IP management clinic is part of a broader project:

Timeline (AI and IP in ASEAN)



For general information about our latest activities, see <https://www.wipo.int/sme/en/ip-management-clinic>.

