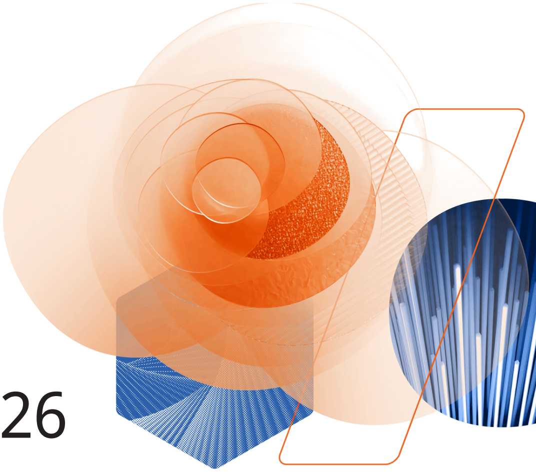
Invitation

World Intangible Investment Highlights 2026



Better Data for Better Business and Policy

Join us for the global launch of the World Intangible Investment Highlights 2026 report, co-published by WIPO and Luiss Business School.

This event will unveil new data on global trends in intangible investment, including the first-ever estimates for Canada and the Philippines.

Leading academic experts, policymakers and business leaders will discuss the report’s main findings. An industry panel will focus on the 2026 special theme: how investment in brands can drive firm competitiveness and serve as a channel to move up along the value chain.

Global launch event

Wednesday, July 8, 2026
8.30 to 10.00 a.m. (CEST)
8.00 to 8.30 a.m. Breakfast
Room A, AB Building, WIPO

Webcast available on https://webcast.wipo.int/

WIPO

Wednesday, July 8, 2026
Room A, AB Building, WIPO

8.00-8.30 a.m.
Breakfast

8.30-8.45 a.m.
High-level opening

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

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

Mr. Teodoro C. Pascua, Director General, Intellectual Property Office of the Philippines (IPOPHL), Republic of the Philippines

8.45-8.55 a.m.
Keynote: Intangible investment and the economy: A central banking perspective.

Dr. Fritzi Köhler-Geib, Executive Board, Deutsche Bundesbank, Germany

8.55-9.20 a.m.
Presentation of the World Intangible Investment Highlights 2026

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

Mr. Carsten Fink, Chief Economist, Department for Economics and Data Analytics (DEDA), IES, WIPO

Mr. Sacha Wunsch-Vincent, Head, Section, DEDA, IES, WIPO

Ms. Anmol Kaur Grewal, Research Fellow, DEDA, IES, WIPO

9.20-9.25 a.m.
Video address: Measuring the intangible economy in the age of Artificial Intelligence

Mr. Bert Kroese, Chief Statistician, Data Officer, and Director, Statistics Department, International Monetary Fund (IMF)

9.25-9.55 a.m.
Industry perspectives: Leveraging brand investment for competitiveness and growth

Drawing on the latest cross-country data on brand investment from the World Intangible Investment Highlights 2026, the panel will discuss how strategic investment in brands can serve as a channel for upgrading in global value chains and strengthening domestic value creation.

Chair: Ms. Deborah Hampton, President, International Trademark Association (INTA) and Global Brand Enforcement & Trademark Leader, The Chemours Company, United States of America (US)

Speech: Prof. Dr. Jan-Benedict Steenkamp, Distinguished Professor of Marketing, The University of North Carolina at Chapel Hill, US

Mr. Le Chen, Senior Director, IP Policy and Dispute Resolution, Xiaomi Inc., People's Republic of China

Mr. Vinay Ahuja, Chief Analytics and Insights Officer Europe and Vice-President, Procter & Gamble International Operations, Switzerland

Closing of the meeting