



WORLD IP DAY

READY, SET, INNOVATE!



More ASEAN sport-in-action stories will be updated throughout 2026, in celebration of World IP Day 2026.



WIPO Singapore Office



Explore more ASEAN sport-in-action stories today!



WORLD IP DAY

READY, SET, INNOVATE!



ASEAN sports in action: A celebration of ASEAN athletic prowess and sports industry innovation, showcasing the thriving sports scene across the region.



“As a young athlete, I still remember my early days of training when I simply followed routines without thinking much about how or why, growing up at the same time, modern sports technology was evolving around me. Through my experience, only later did I realise that those changes, including sports science, performance analysis and recovery methods, had silently shaped my results in the sport and continue helping me to understand my body and use these innovations to improve my skills while taking better care of my body and pushing my limits forward”. – **Ms. Basma Lackhar, National Wushu, Brunei Darussalam**

“Innovations like carbon-plated footwear have significantly improved my stride length and speed, helping me achieve better personal best timings on race days compared to previous technologies. Technological development has a profound impact on athletic performance, making the protection of these creative ideas vital for the future of sports.” – **Ms. Lodkeo Inthakoumman, National Marathon, Lao PDR**





WORLD IP DAY

READY, SET, INNOVATE!



ASEAN sports in action: A celebration of ASEAN athletic prowess and sports industry innovation, showcasing the thriving sports scene across the region.



“Innovative technology like our AXIS motion capture system extends human performance beyond physical boundaries, allowing us to preserve the essence of sport, while reimagining how it is experienced and played. Protecting these advancements is essential to ensure that original ideas continue to drive meaningful and trustworthy progress for long-term growth within the global sport ecosystem.” – **Mr. Gerald Lee, Chief Operations Officer of Refract Technologies, Singapore**

“Innovation is at the core of how we reimagine fitness through smart automation, data-driven insights, and seamless user experiences that make working out more accessible and personal. Protecting these ideas ensures that the time, capital, and creativity invested into pushing the industry forward continue to drive meaningful progress rather than being easily replicated.” – **Mr. Damian Chow, Chief Executive Officer & Founder, The Gym Pod, Singapore**





WORLD IP DAY

READY, SET, INNOVATE!



ASEAN sports in action: A celebration of ASEAN athletic prowess and sports industry innovation, showcasing the thriving sports scene across the region.



“Integrating advanced sports science and recovery technology is no longer just an advantage, but a necessity to maintain peak physical condition and extend a professional career in such a high-impact game.” – ***Ms. Wilavan Apinyapong, (Former) Captain, Women’s National Volleyball, Thailand***

“Innovation plays a key role in shaping my performance as a futsal player, especially through improved training methods and teamwork with tools like video analysis and performance data, these help improve positioning, communication, and decision-making during matches. Even with limited access to advanced technology in Timor-Leste, small innovations in how we train and work as a team still make a big difference. It is important to recognize and protect these ideas, because they support progress in the sport and ensure that valuable knowledge can be shared, improved, and sustained over time.” – ***Mr. Cesario Silvano Barreto, Futsal, Mauputar FC, Timor Leste***

