

Discover Southeast Asia's Unique Tourism Gems Through IP

Uncover inspiring success stories that showcase how innovative tourism products, services, and attractions across Southeast Asia are leveraging IP rights.



Learn more about WIPO Singapore Office's services



Explore Southeast Asia's iconic tourism gems today!

Brunei Darussalam



Leveraging Intellectual Property for Luxury Tourism Success

Nestled on Brunei's northern coast, The Empire Brunei is Southeast Asia's pinnacle of luxury, renowned for its world-class amenities and stunning vistas. Protected by IP rights, its iconic brand attracts royalty and high-net-worth guests, driving tourism and economic growth.



The Empire Brunei



Brunei Arts and Handicraft Training Centre

Leveraging IP to Preserve Artistic Legacy and Cultural Heritage

Since 1975, BAHTC has preserved Brunei's heritage through traditional crafts like weaving and silverwork. Protected by IP rights, its handcrafted creations drive cultural tourism, support artisans, and sustain local traditions.

Cambodia



Kampot Pepper

Global Rise in Flavor and Tourism

Renowned for its unique flavor and Geographical Indication (GI) status, Kampot Pepper drives global acclaim and premium value. Supporting local producers, it transforms Kampot into a culinary tourism hotspot with immersive farm tours and tastings that captivate visitors worldwide.



Kampot-Kep Salt

Crystals of Culture, Commerce, and Community

Harvested in Cambodia's coastal regions, Kampot-Kep Salt, awarded Geographical Indication (GI) status in 2023, preserves centuries-old farming methods. This premium product boosts local livelihoods, fuels economic growth, and drives sustainable tourism.

Indonesia



Saung Angklung Udjo

Preserving Sundanese Heritage Through IP

Preserving the UNESCO-recognized Angklung, SAU showcases Indonesia's rich heritage through music and artistry. By protecting its IP, it ensures authenticity and empowers local artisans.



Plataran Indonesia

Capitalizing Intellectual Property for Sustainable Luxury Tourism and Market Leadership

A leader in luxury eco-tourism, Plataran blends upscale hospitality with environmental stewardship. Strong IP protections preserve its brand and ensure exclusive, signature experiences.



Luang Prabang Silk

Where Heritage and Craftsmanship Converge

Geographic Indication (GI) certification elevates Luang Prabang Silk, preserving Laos's cultural legacy. This IP-driven recognition supports artisans, attracts tourists, and fuels economic growth, keeping ancient craftsmanship alive.

Lao PDR



Bolaven Coffee

Brewing Sustainable Growth and Cultural Heritage

Grown in the rich volcanic soil of Laos' Bolaven Plateau, this specialty coffee is protected by Geographical Indication (GI) and global certifications. Ensuring quality, fair trade, and sustainability, Bolaven Coffee attracts visitors worldwide to experience its heritage, landscapes, and vibrant coffee culture.

Philippines



T'nalak Textiles

Empowering Indigenous Weaver through Sustainable Development and Tourism

Handcrafted by T'boli Dream Weavers in Lake Sebu, T'nalak's vibrant abaca patterns reflect ancestral visions. Protected by the T'nalak Collective Mark, it ensures authenticity, drives sustainable tourism, and empowers communities.



Café Amadeo

From Bean to Brand

In Amadeo, Cavite, Café Amadeo unites farmers and preserves coffee traditions. Trademarked in 2000, it transformed the town into a coffee tourism hub, hosting the annual Pahimis Coffee Festival and drawing thousands. A model of sustainable tourism, it fuels the local economy and celebrates Philippines' coffee culture.

Thailand



One Championship

Redefining Muay Thai Using IP and Attracting Worldwide Tourists

Founded in 2011, ONE Championship celebrates Asian martial arts like Muay Thai. Leveraging IP, it protects its brand and media rights, driving global reach. Events like "ONE Friday Fights" at Lumpinee Boxing Stadium drive sports tourism and cultural pride, reinforcing its global martial arts leadership.



Pak Thong Chai Thai Silk

Harnessing IP for Cultural Tourism and Economic Growth

Renowned for its exquisite handwoven silks, Pak Thong Chai blends tradition with modern design. Led by Maithong Suranaree, its IP-protected craftsmanship drives cultural tourism and global luxury appeal.

Malaysia



Petronas Twin Tower

Catalysts for Malaysia's Transformation

Standing 452 meters tall, the Petronas Twin Towers symbolize Malaysia's progress and cultural pride. Strategic IP safeguards their iconic design, cementing their status as a global destination and business hub.



Singapore



Singapore Zoo

A Pioneer in Immersive Wildlife Experiences

Renowned for its immersive "open concept" and home to 300+ species, the Singapore Zoo attracts 1.9 million visitors annually. Leveraging IP, it drives tourism, fuels economic growth, and champions wildlife conservation.



Gardens by the Bay

A Futuristic Oasis

Spanning 101 hectares in Singapore, Gardens by the Bay has welcomed over 100 million visitors since 2012. Its Supertrees and conservatories, protected by strategic IP, elevate it as a global destination, driving tourism and economic growth.

Vietnam



Sơn La Coffee

Elevating Vietnam's Arabica Heritage Through Intellectual Property

Grown at altitudes over 1,000 meters in Vietnam's Northwest highlands, Sơn La Coffee is renowned for its premium Arabica beans. Awarded Geographical Indication (GI) status in 2017, it has become a global agri-tourism attraction, where visitors experience traditional coffee farms and savor distinctive brews. More than a product, Sơn La Coffee embodies Vietnam's rich coffee culture.



Hà Giang Shan Tuyết Tea

Blending Nature, Culture, and Community

Grown on centuries-old trees in Vietnam's misty highlands, Hà Giang Shan Tuyết Tea is prized for its rich flavor and organic purity. Recognized with Geographical Indication (GI) status in 2017, it attracts tea lovers and tourists to its breathtaking origins.