

Third Expert-Level Roundtable on Fostering South-South and Triangular Cooperation for Intellectual Property and Development

Topic: IP as a Key Business Enabler - WIPO IP for Business Initiatives for SMEs

Guy Pessach

Director, IP for Business Division, WIPO

13-14 November 2025, Geneva

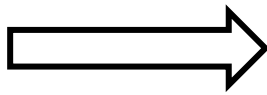


WIPO

IP as a Key Business Enabler

From Legal Concept → to Business Growth Engine

- IP as a **strategic asset**, not just protection.
- Empowering **entrepreneurs and SMEs** to unlock value.
- Turning **ideas into impact** through knowledge and cooperation.



Innovate



Protect



Grow

The untapped potential of SMEs and IP

- Only 8-10% of SMEs use IP strategically.
- SMEs with IP are 55% more likely to be high-growth.
- The goal: expand from thousands to hundreds of thousands globally.





IP for Business Division (IPBD)

Amplify Effective and Smart Use of IP as a Key Business Enabler



 Covering the entire value chain of SMEs support



• **National IP Offices**, through the Development of Business Support Units in National IP Offices Program

• **SME intermediaries**, including innovation agencies, incubators and accelerators, through the Effective SME intermediaries Program

• **SMEs, Startups and Entrepreneurs**, through the IP Management Clinics Program and the One Day IP Workshop

 Covering Enterprises' entire business cycle

- **Spanning across all IP Intensive Sectors:** Innovative, Creative and Brand-Oriented
- **Adressing all aspects of IP rights' Management and Commercialization**

 Our tools and Materials



WIPO IP DIAGNOSTICS TOOL

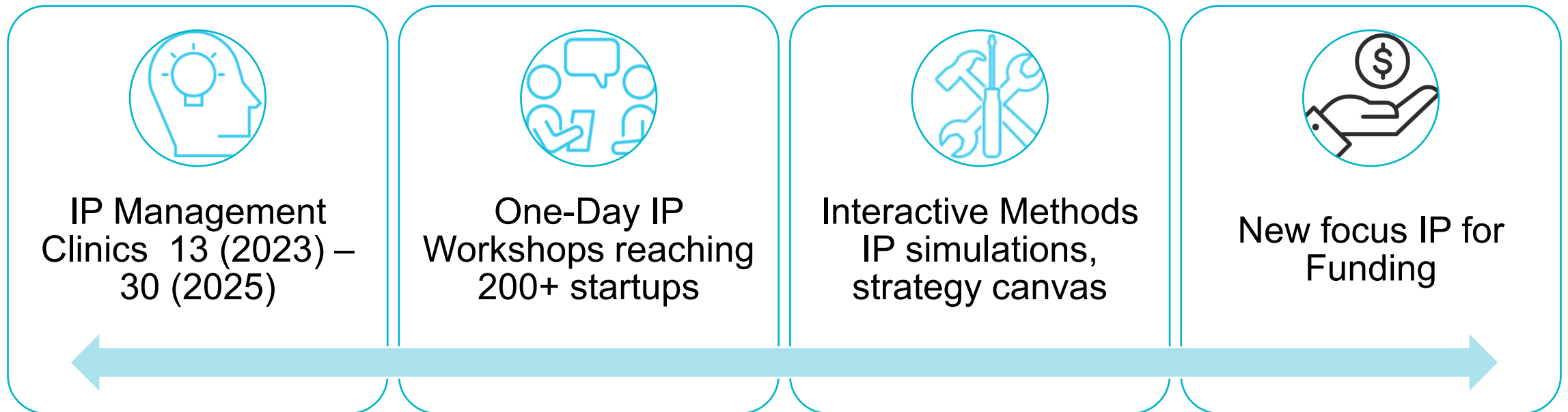


SME SUPPORT INSTITUTIONS PLATFORM



IP FOR BUSINESS SERIES OF GUIDES

Learning by Doing: Identify, Protect, Commercialize



Brazil- Singapore IP Management Clinic

Triangular cooperation in action

Brazil

- 10 startups
- Supported by WIPO & Brazilian Embassy



- Stronger IP portfolios
- Investor-ready pitch decks
- Market entry roadmaps

Singapore

- Partners: A*STAR, ACE, IPOS, EDB
- Mentoring, IP strategy, investor pitches



Scaling the Model: IP Business Centers

- WIPO Tools, methodology
- Developed partner: expertise, best practices
- Local partner: context, networks

Examples:

- FICCI (India)
- CICASME (China)

A win- win- win model for entrepreneurship support



Regional Dialogue on IP and SMEs

Building Regional and South- South Networks

- Bogota 2024 Latin America & Caribbean
- Singapore 2025 Asia & Pacific

Key insights



Change mindsets



Integrate IP with finance & commercialization



Move from awareness to action



Tailor by industry

Connecting the Global IP Ecosystem

- SME Support Institutions Platform (SSIP)
- Regional Dialogues
- IP Business Centers
- IP Diagnostic Tool

Bringing together governments, startups, investors, and intermediaries to share knowledge and opportunities



Transforming Ideas into Impact

The Transformation We Are Building Together

“we came in as outsiders and left feeling like insiders in the world of IP.”

Irene Haley, Founder and CEO, New Attitude Design Technologies Inc. (IPMC in collaboration with the IP offices of Canada and Israel)

- IP as a practical business asset.
- Entrepreneurs empowered at every stage
- Global networks amplifying success
- Cooperation multiplying impact

“One entrepreneur. One partnership. One success story at a time”

Third Expert-Level Roundtable on Fostering South-South and Triangular Cooperation for Intellectual Property and Development

Thank you

© WIPO, 2025



Attribution 4.0 International (CC BY 4.0)

The CC license does not apply to non-WIPO content in this presentation.

Photo credits: Getty Images and Unsplash

