

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



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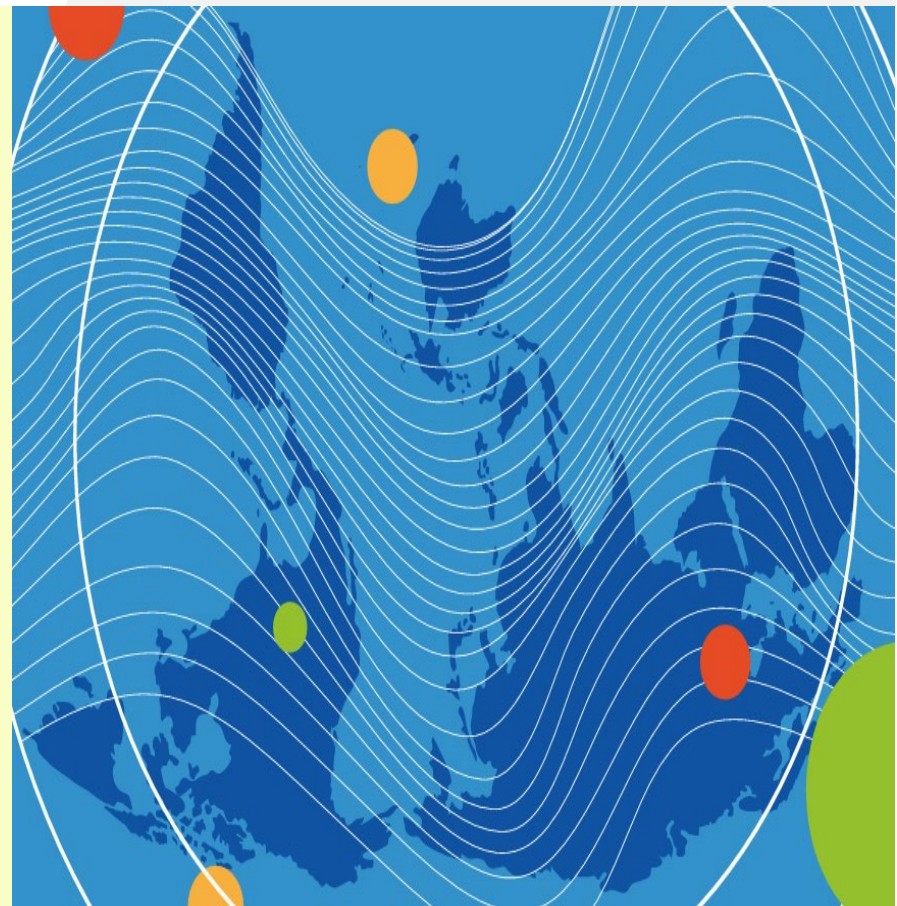
13-14 November 2025, Geneva



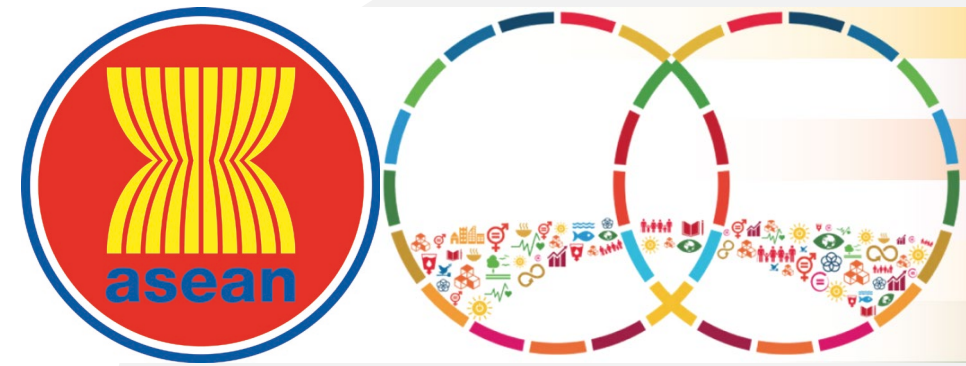
WIPO

ASEAN and WIPO:

**Co-designing Effective South-South
and Triangular Cooperation (SSTC)
in Intellectual Property**



OUTLINE

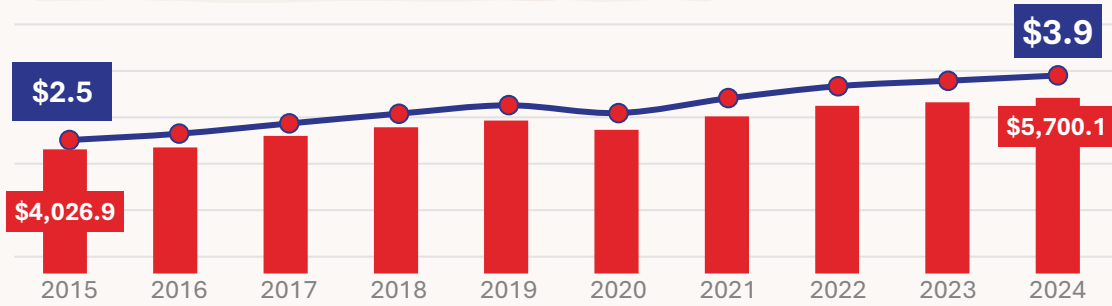


1. **ASEAN: a leading example of SSTC with shared principles & mandates**
2. **ASEAN's SSTC Model in IP cooperation: a proven & effective partnership**
3. **ASEAN's New IP Frontier: Co-creating the forward-looking SSTC Initiatives.**

ASEAN Economy at Glance

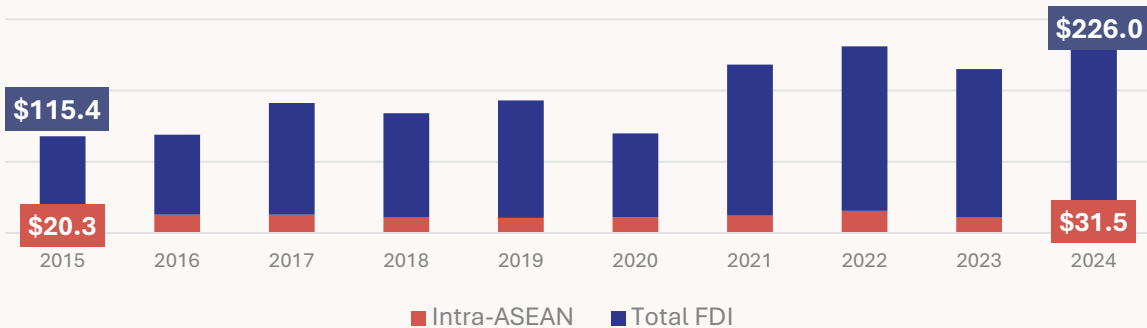
ASEAN has scored a stable economic growth, driven by robust trade and investment, and accelerated services trade in the past decade.

GDP at Current Prices (USD trillion) & **GDP per capita** (USD)



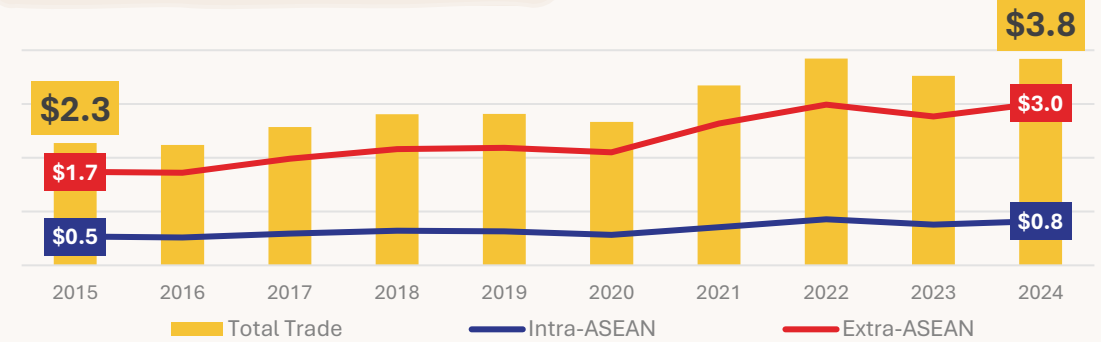
The region's economy remains solid, with ASEAN's GDP soared by 5.1% year-on-year from USD 2.5 trillion in 2015 to USD 3.9 trillion in 2024.

FDI inflows (by source, USD billion)



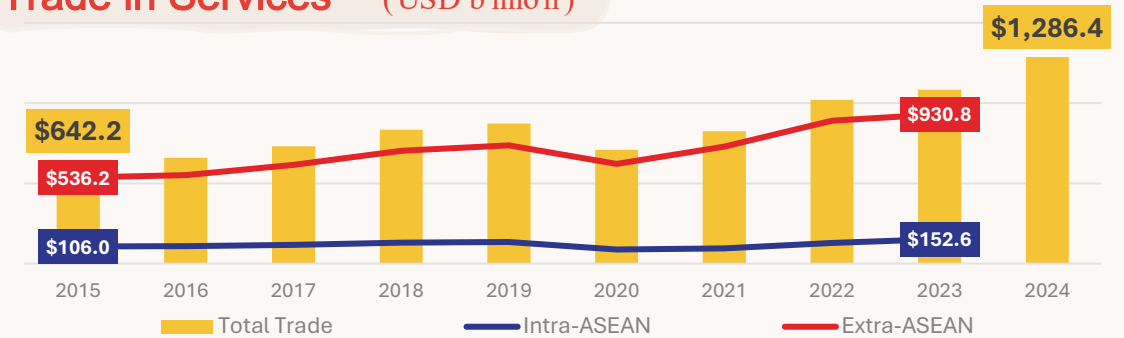
Well-positioned as a global investment hub, ASEAN's total FDI reached a record-high of USD 226.0 billion in 2024, significantly increased on average by 7.0% year-on-year compared to investment attracted by the region in 2015, signifying improved business investment.

Trade in Goods (USD trillion)



ASEAN's total trade improved significantly from USD 2.3 trillion in 2015 to USD 3.8 trillion in 2024, with intra-ASEAN trade continues to make up as the largest proportion of ASEAN's trade.

Trade in Services (USD billion)



Committing to foster innovation, ASEAN is set to become a hub for services trade in years to come. Services trade improved on average by 7.5% year-on-year from USD 642.2 bn trade in 2015 to USD 1.2 trillion in 2024.

Source: ASEANStats (2025), Preliminary for 2024 data for Trade in Goods; Trade in Services and FDI. Trade in Services Q4 2024 data exclude Myanmar as the data is not available.

AEC Strategic Plan 2026 – 2030

Developed through careful deliberations among AEC Sectoral Bodies and informed by insights gathered from the takeaways of the *AEC Blueprint 2025* implementation, consultations with 315 representatives from businesses, academia, civil society organisations, international organisations, External Partners, and parliamentarians throughout 2023–2024, as well as a survey of 7,568 public respondents across ASEAN.

6 Strategic Goals

44 Objectives

192 Strategic Measures



An Action - Oriented Community

Realising an integrated single market and production base with new sources of competitiveness



A Sustainable Community

Engendering and mainstreaming climate-responsive elements and policies in all dimensions



An Enterprising, Bold, and Innovative Community

Enhancing sectoral cooperation, attuned to emerging trends and developments



An Adaptable and Pro - Active Community

Strengthening Global ASEAN Agenda



A Nimble and Resilient Community

Empowering the AEC and ASEAN peoples, withstanding shocks, stresses, crises, and volatility



An Inclusive, Participatory, and Collaborative Community

Leaving no one behind, charting people-centered ASEAN

1. ASEAN: a SSTC leading example with **shared principles & mandates**

Rooted in SSTC principles and mandates, ASEAN has transformed shared values into collective growth, integration, innovation, regional centrality and inclusivity.

ASEAN Declaration 1967:

MINDFUL of mutual interests, convinced of the need to strengthen further the existing bonds of regional solidarity and cooperation;

DESIRING to establish a firm foundation for common action to promote regional cooperation in South-East Asia in the spirit of equality and partnership, contribute towards peace, progress and prosperity.

ASEAN Charter 2007:

Principles: respect for the independence, sovereignty, equality; shared commitment and collective responsibility in enhancing regional peace, security and prosperity;

Purposes: To enhance regional resilience; to create a single market and production base; to narrow the development gap within ASEAN; to maintain the centrality of ASEAN in its relations and cooperation with its external partners.



Regional economic growth & integration:

- **Growth:** The world's 5th economy with a combined GDP of USD 3.9 trillion in 2024.
- **Trade:** 3rd trader globally, recorded USD 3.8 trillion, 9.6% of the global total trade, intra-ASEAN 21.4% share -> deeper integration.
- **FDI:** 2024, attracted a USD 226 billion inflows.
- **Digital Economy:** grow 15% to USD 236 billion in gross merchandise value (GMV), projected reach of USD 1 trillion by 2030

Collective innovation strength:

- **R&D investment** quintupled to nearly USD 55 billion in 2023.
- **A surge in high-tech exports** reaching USD 598 billion in 2022, with five AMS ranked among the world's top 10 exporters.
- **GII 2025:** 6/10 AMS in the top 60; 3 AMS among the fastest GII movers (Viet Nam, Philippines, Indonesia; Malaysia 2nd highest of upper-middle economies, behind China)

ASEAN Centrality with external partners:

- **ASEAN-led FTAs:** with ANZ, China, India, Japan, Korea, Hong Kong-China, RCEP.
- **External Partners:** 11 Dialogue Partners, 08 Sectoral Dialogue Partners, 06 Development Partners, and fruitful partnership with international organizations (UN, WIPO, GCC, OECD, OACPS,...)

ASEAN Sustainability and Inclusivity:

- **Sustainability:** Circular Economy, Blue Economy, support Green transition. Putting emphasis on sustainability to unlock USD 1 trillion in annual economic opportunities by 2030.
- **Inclusivity:** empowering MSMEs, closing the gender wage gap, involvement of marginalised groups in economic development initiatives to boost ASEAN's economic growth by nearly 5% over the next decade

2. ASEAN's SSTC Model in IP: a proven effective partnership

ASEAN's IP cooperation exemplifies SSTC in practice: driven by ASEAN priorities, supported by external partners, and advanced together.

Regional capacity building

ASEAN IP Academy, co-branded training courses with EUIPO, JPO, KIPO, USPTO, WIPO

Regional shared platforms

ASEAN IP Portal, ASEAN IP Register, ASPEC (work-sharing for patent)

Regional IP Integration

Accession to International Treaties, ASEAN Framework Agreement on IP Cooperation, ASEAN IPR Action Plan, ASEAN IP valuation toolkits (WIPO), FS on ASEAN Patent System (EU), FS on ASEAN TM System (EU)

International Partnership for IP development

SME (WIPO), Creative Economy (WIPO), ASEAN IP-intensive industry study (EU), IP CoC with digi-platform (UK), GRTK/TCE (CNIPA),...



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UPOV



International
Olympic
Committee



representing the
recording industry
worldwide



International
Trademark
Association

ANZ CNIPA CIPO EUIPO

EPO Hong Kong IP INPI JPO

KIPO Ros-patent UKIPO USPTO

2. ASEAN's SSTC Model in IP: a proven effective partnership

ASEAN-driven results

- ASEAN–WIPO cooperation is grounded in ASEAN IP Priorities, with WIPO as a strategic facilitator.
- 37 of 57 AIPRAP deliverables (65%) were supported by WIPO, aligned with ASEAN Priorities

ASEAN co-created tools

- ASEAN IP Register developed with WIPO support
- ASEAN IP Academy co-built as a regionally owned learning platform
- IP Valuation Toolkit & Financing Pilots co-created policy instruments bridging IP and financial ecosystems.
- Joint work on international treaty accession, examination guidelines, TISC, GI tools strengthening regional institutional convergence.



ASEAN
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**An effective model of SSTC:
ASEAN-owned, co-created,
WIPO-enabled, and
impact-focused.**



WIPO-as facilitator

- WIPO acts as enabler and connector, providing expertise, digital resources, and capacity support, not directives.
- Demonstrates principle of facilitated support: enabling without leading.

Impact focused & forward looking

- WIPO supported ASEAN to reposition IP as an enabler for MSME growth, innovation ecosystems, and creative economy development.
- Pilots on IP valuation, IP-backed financing, and the Creative Economy Data Model (CEDM).
- ASEAN-WIPO cooperation is evolving toward AI, digital IP infrastructure, and intangible asset frameworks.

2. ASEAN's SSTC Model in IP: achievements, challenges & take-aways

Achievements

- 1. Enhanced IP creation and filings across ASEAN:** over a decade, since 2012, ASEAN experienced 70% increase in patent applications, 80% in industrial design, and 110% surge in trademark applications.
- 2. Improved IP quality service delivery:** Trademark turnaround time (TAT) cut to 9.46 months (avg.), implemented WIPO-supported IP Diagnostics and workflow automation; ASEAN IP Register offer one-stop shop data service to stakeholders with more than 50,000 hits daily.
- 3. Greater alignment with global IP standards:** Majority AMS joined the PCT, Madrid, Lisbon Treaties; ASEAN Common Examination Guidelines adopted for patents, trademarks, and industrial designs.
- 4. ASEAN's rising innovation performance (GII).**

Challenges

- 1. Development gaps among Member States:** institutional readiness, digital infrastructure, and implementation capacity -> Stronger AMS should uplift peers through sustained ASEAN-support-ASEAN.
- 2. Policy gaps in IP monetization:** e.g. IP-backed financing, licensing, valuation) remain uneven -> sharing best practices, capacity building and co-developing effective market-enabling policies.
- 3. IP professional gaps:** differing standards and certification (e.g. valuation and licensing) -> Facilitating regional certification framework to incentivize mobility and shared capacity among IP professionals across ASEAN.



ASEAN
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Key take-aways

- 1. ASEAN Centrality** as the cornerstone of success and sustainability.
- 2. Diversified partnership aligned with ASEAN priorities.**
- 3. Co-creation and multi-stakeholders engagement.**
- 4. Inclusivity and shared benefit.**
- 5. Forward-looking and impact-driven orientation.**

3. ASEAN's new IP frontier: forward-looking SSTC Initiatives



ASEAN
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Creative Economy (CE)

- CE is among the fastest-growing sectors with an estimated global value of USD 2.9 trillion in 2024, projected to reach USD 4.2 trillion by 2033, providing over 50 million jobs worldwide with important economic multiplier effect (USD 1 spent creates USD 2.5 of wealth).
- in ASEAN, CE already 7% of ASEAN GDP, employs over 30 million people.
- A robust IP ecosystem is crucial for a thriving CE.

ASEAN's new IP frontier will be driven by the rise of the creative economy and intangible assets, empowered by digital transformation, where developing countries can thrive and grow together.

Intangible Assets

- Intangible Assets (IA) is increasingly important in modern economics (almost 90% values of SP 500 derives from IA, Global IA value USD 62 tril in 2023, 8% increase over 2022).
- Investment in IA outpace Tangible 3,7x (USD 7.6 tril vs USD 5 tril in 2024). Intangible investment share of GDP continues to grow (13.6% of GDP in 2024).
- IP & IP-related elements accounts over 50% of Intangible assets.

ASEAN IP Forward - Looking Agenda

- Protection and enforcement for building trust in IP Systems in transformative era.
- IP Commercialisation for turning IP into economic value.
- Capacity Building for enabling an IP-driven ecosystem for start-ups, MSMEs, innovation

2. ASEAN's new IP frontier: forward-looking SSTC Initiatives

ASEAN offer to Global South: Turning ASEAN's IP Strength into shared development for the Global South.



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ASEAN's SSTC Digital IP Network

To strengthen ASEAN IP commercialisation platforms (IP Register, IP Marketplace) -> **Expand into a shared South-South Digital IP Hub Network.**

SSTC IP Valuation & IP Financing Exchange

To develop ASEAN IP Valuation Guidelines & IP Financing Framework -> **To co-host ASEAN-WIPO IP valuation and financing clinics for sharing with Global South.**

SSTC Training on CE & Intangible Asset (IA)

To develop tailored training program on CE and IA -> **Conduct ASEAN-WIPO regional training program for policy makers, financial institutions, stocks exchanges, start-ups,...**

SSTC Talent Accelerator Program

Design and conduct an IP Talent Accelerator supporting creators, MSMEs, and IP professionals to develop monetizable skills (ASEAN-WIPO IP Academies co-hosts)

SSTC Data and Knowledge Partnership

Co-pilot the Creative Economy Data Model (CEDM) with other regions + Publish ASEAN-Global South Reports on Innovation, CE, and Intangibles Investment.

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THANK YOU FOR YOUR KIND ATTENTION

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