



IP Offices 2.0

Capabilities to enable the future of innovation and creativity



In today's fast-paced world of innovation and creativity, where new technologies are reshaping the ways in which individuals and businesses generate ideas and where economies increasingly rely on intangible assets to drive growth, intellectual property (IP) takes centre stage.

IP offices (IPOs) are uniquely placed to help promote the development of IP as a catalyst for their countries' innovation and creative ecosystems. It is vital, therefore, that they be equipped with the necessary skills to play their role to the fullest.

The aim of this informal and select gathering of IPO heads during the 2026 Assemblies is to facilitate strategic dialogue and collaboration, with a focus on skills and capabilities that IPOs will need in future to thrive in a complex and uncertain environment. Discussions will be conducted in English under the Chatham House Rule. Attendance will be for principals only, with a view to creating the optimal atmosphere for open discussions.

Format

Evening of July 8: Deep-dive dinner

Guests will join a series of dinner roundtables on a range of topics in a convivial setting. Participants will be assigned to small groups, each hosted by a WIPO Sector Lead. Each group will focus on specific skills and capabilities deemed critical for the effective operation of IPOs in the years ahead.

Morning of July 9: Breakfast dialogue with the Director General

The Insight Exchange will conclude on July 9 with a breakfast gathering with the Director General. Each group will share a summary of the conclusions of its deep-dive discussion with the other participants, providing the entire group with a rich source of ideas, practices, solutions and strategies to help them and their offices to be even more successful in navigating an increasingly complex and dynamic environment.

Provisional program

Date and venue	Agenda
July 8 6.30 p.m – 9 p.m. WIPO NB Building open space	Deep-dive dinner Themes <ul style="list-style-type: none">– Digital transformation– Demystifying and Mainstreaming IP– IP as a business and financial asset– Measuring Impact and Success– Anticipating change and preparing for the future
July 9 8.15 a.m. – 10:30 a.m. WIPO Terrace under the tent	Breakfast exchange with the Director General “From deep-dive to deep insights: dinner insights exchange”