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The International Bureau of the World Intellectual Property Organization (WIPO) presents its compliments and has the honor to refer to the publication of the *World Intangible Investment Highlights (WIIH) 2026*, released on the occasion of the Sixty-Eighth Series of Meetings of the Assemblies of the Member States of WIPO.

Intangible assets - such as research and development (R&D), software, design, and branding - are central drivers of innovation and economic growth. Yet, the availability of timely and comprehensive data remains limited, particularly for middle-income economies.

Co-published by WIPO and Luiss Business School (LBS), the [WIIH 2026](#) addresses this gap and provides the most up-to-date cross-country statistics on investment in intangible assets.

The 2026 edition presents the latest data on intangible investment for Brazil, India, Japan, the United Kingdom, the United States of America, and 22 European Union economies, and for the first time, estimates for Canada and the Philippines.

The special theme of the WIIH 2026, "*Investment in Brands as a Key Driver of Firm Performance*," examines how investment in brands shapes firms' image and reputation in the marketplace and how these outcomes strengthen firm competitiveness.

The press release summarizing the report's findings is accessible here:
https://www.wipo.int/pressroom/en/articles/2026/article_0011.html.

The electronic version of the WIIH 2026 is available at:
<https://www.wipo.int/publications/en/details.jsp?id=4860>

For printed copies, requests may be addressed to: publications.wkc@wipo.int

With the WIIH, WIPO seeks to improve the understanding of investment in intangible assets, with a view to facilitating evidence-based pro-growth business strategy and policymaking. It is a complement to the WIPO work on advancing [intellectual property-backed finance](#).

July 8, 2026

