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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 second edition of the *World Intangible Investment Highlights* (WIIH), to be released on July 9, 2025, on the occasion of the Sixty-Sixth Series of Meetings of the Assemblies of the Member States of WIPO.

Intangible assets—such as R&D, software, design, and branding—are central to 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 provides the most up-to-date cross-country statistics on investment in intangible assets. This publication series is a step toward closing these gaps and strengthening the foundations for improved policymaking.

The 2025 edition includes updated estimates of intangible investment for 22 European Union economies, Japan, the United Kingdom, and the United States of America through 2024, as well as revised estimates for India and, for the first time, data for Brazil. Starting this year, each edition features a thematic spotlight, with the 2025 focus on how artificial intelligence is reshaping investment in both tangible and intangible assets.

A key objective of the WIPO-LBS partnership is to expand country coverage in future editions of the report, with a focus on middle-income economies. WIPO welcomes the support and engagement of Member States in advancing this vision, recognizing that broader geographic representation will enhance the global relevance of this initiative.

The WIPO-LBS collaboration is part of WIPO's broader program of work on [Intangible Assets in the Global Economy](#), led by the Department for Economics and Data Analytics in the IP and Innovation Ecosystems Sector. It is supported by a Steering Committee comprising the African Union Development Agency (AUDA-NEPAD), the European Investment Bank (EIB), the Inter-American Development Bank (IDB), the International Monetary Fund (IMF), the Organisation for Economic Co-operation and Development (OECD), the United States Bureau of Economic Analysis (BEA), and the World Bank.

The press release summarizing the report's findings is accessible here:

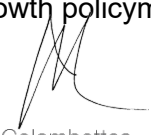
https://www.wipo.int/pressroom/en/articles/2025/article_0005.html.

The electronic version of the WIIH 2025 is available at: <https://www.wipo.int/web-publications/world-intangible-investment-highlights-2025/en/index.html>

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

With this publication, WIPO seeks to improve the understanding of global investment in intangible assets, with a view to facilitating evidence-based pro-growth policymaking.

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