



# Workshop Objectives

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**Status Update:  
ASEAN IP Register as a Data Hub  
– Authentic and Reliable source of  
ASEAN IP Data.**

# Workshop Context and Objectives

- ASEAN IP Register for Digital Transformation of ASEAN IP Offices
- Reassure ASEAN IP Register as Data Collection Portal
- Expand ASEAN IP Register Data Services
- Now focus on utilization of ASEAN IP Register
  - Promotion of ASEAN IP Register
  - Link with IP Strategy
  - Connect with Expert Opinion
  - User Engagement

# WIPO's Digital Transformation Strategy

- Comprehensive Approach:
  - Alignment with national e-government initiatives
  - Focus on end-to-end digital solutions
  - Customer-centric service design
  - Integration of global best practices
  - Scalable and sustainable solutions
  - Changement management support

Thank you...