

Updates on the Promotion of ASEAN IP Register Services

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Approach

Promotion to be targeted at two target groups, (i) intermediaries and (ii) end users using an IP data-driven strategy.

SERVICE PROVIDERS/ INTERMEDIARIES

Part I: Demonstrations on the use of ASEAN IP Register

Part II: Showcase of IP Data Insights - General

- (i) Filing trends in ASEAN (Patents, TMs and Designs)
 - Based on geography, tech sectors etc.
- (iii) Competitive Landscape for each ASEAN market
 - Insights on top players, new entrants, sunset players, innovation players
 - Identify hotspots and white spaces

Part III: Demonstration of a Use Case

Benefits of using IP Data analysis

- As a value add to their existing services
- Provide support and basis for their advisory
- Make informed decisions on research and investments directions
- As a tool for innovation benchmarking

END USERS

Part I: Demonstrations on the use of ASEAN IP Register

Part II: Showcase of IP Data Insights - Competitive Analysis through Use Case

- (i) Backward and forward filing analysis, coupled with market information
- (ii) Existing IP Portfolio Management of the given company and identify its IP filing activities have changed over time in response to competition or to technological advances
- (iii) Compare and evaluate the IP portfolio of the given company vs competitors

Benefits of using IP Data analysis

- Make informed decisions on research and investments directions
- Establish filing and product strategy
- Provides basis for the formulation of the brand strategy

ASEAN IP Register

Date	Location
December 12, 2024	Manila, Philippines (Enablers)
February 20-21, 2025	Bangkok, Thailand (End Users, Enablers)
March 27, 2025 (Hybrid)	Vientiane, Lao PDR (End Users, Enablers)
May 26, 2025 (Hybrid)	Bandar Seri Begawan, Brunei Darussalam (End Users, Enablers)
June 9-13, 2025	Manila, Philippines (End Users, Enablers)
August	Singapore (In discussion)

N.B. For promotion in Cambodia, Malaysia, Indonesia and Vietnam, webinars are proposed.

Bangkok Thailand – February 20-21

- Held on February 20 (enablers) and February 21 (for end users)
- In collaboration with DIP, Thailand and University of Thai Chamber of Commerce (UTCC)
- Target right audience from the business sectors
- Co-presentation in dual language, English and Thai allowed the participants to be able to relate to local context
- Good opportunity for capabilities building within the ecosystem

Bangkok Thailand – February 20-21



Lao PDR – March 27, 2025

A promotional poster for ASEAN IP Register Services. The top left features the logos of the Department of Intellectual Property (DIP) of Laos and the World Intellectual Property Organization (WIPO). The main title 'ASEAN IP REGISTER SERVICES' is prominently displayed in large white letters on a dark blue background. Below the title, there are three circular icons: a calendar, a target, and a checkmark. The text '27 มีนาคม 2025 9:00 - 12:00' and 'DOUBLE TREE BY HILTON' is located at the bottom left. The bottom right features a QR code and the text 'เข้าร่วมฟรี มีจำนวนจำกัด' (Free to join, limited number) and 'ลงทะเบียนด่วน' (Register quickly) with a double arrow pointing right. The background of the poster shows a laptop screen with a padlock icon and a lightbulb, symbolizing intellectual property protection and innovation.

 
กรมทรัพย์สินทางปัญญา
Department of Intellectual Property
WIPO
WORLD
INTELLECTUAL PROPERTY
ORGANIZATION

ASEAN IP REGISTER SERVICES

 27 มีนาคม 2025
9:00 - 12:00
DOUBLE TREE BY HILTON

 สร้างความรับรู้
บริการด้านทรัพย์สินทางปัญญา
ที่จับต้องได้ด้วยข้อมูล

 สร้างเครือข่ายกับ
ภาคธุรกิจ, ผู้ประกอบการ
และ ผู้นำในแต่ละ
จังหวัดอุตสาหกรรม

เข้าร่วมฟรี
มีจำนวนจำกัด

ลงทะเบียนด่วน »



- In collaboration with DIP, Lao PDR
- Hybrid model with online presentation and onsite facilitators by DIP
- Presentation was done in dual language, English and Laotian
- Event was well attended by over 60 participants from business, firms and public agencies

Lao PDR – March 27, 2025



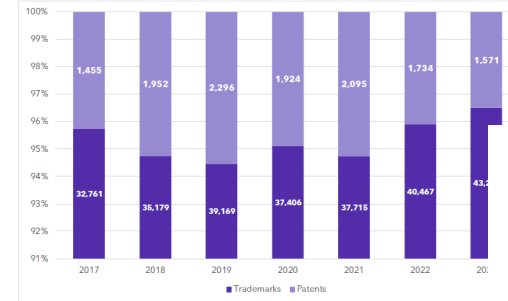
IP Data Insights



A patent & trademark landscape report

IP Insights for ASEAN's Food & Beverage Sector

Trademark & Patent Filings in F&B Industry in the ASEAN Region 2017-2023

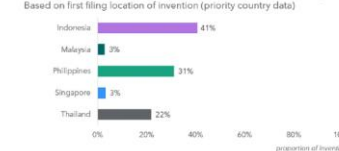


While trademark filings continue to grow, patent filings have slowed down, a shift in focus from technological innovation to brand development. This indicates F&B businesses in the region are prioritizing market visibility and brand reputation over product innovation. The ongoing increase in trademarks signifies the importance of consumer-facing strategies, such as product names, packaging, and brand formulations.

Conclusions

- **Brand Dominance:** The F&R sector in Southeast Asia is focusing on brand development.

Geographic sources of food & beverage innovation in ASEAN region



Timeline trend of food & beverage innovation in ASEAN region

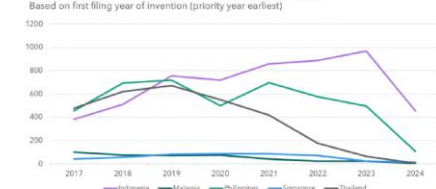


Figure 3: Geographic sources and timeline of food & beverage innovation in ASEAN region

Indonesia is dominating the food & beverage patent landscape in terms of volume of innovation. Indonesia filed 5,530 inventions in this space. Out of these, 69% contribute from simple and utility patents which are incremental innovations and have 10 years of life span in Indonesia.

The Philippines (4,243 inventions) followed the next and contributed 31% of innovation among these countries. Out of these, 89% are utility model inventions indicating a strong focus on filing utility models in the Philippines. Though Singapore and Malaysia have low volumes, they show consistent filing activity.

I. An overview of the patent landscape in the ASEAN region

Timeline trend

The analysis provided below benchmarks the patenting activity of the ASEAN region with the global patenting activity in the food & beverage sector. The growth seen in the ASEAN region, appears to be keeping pace with the global filing trend. 2019 shows significant growth as inventions surpass the declining benchmark. High growth in 2019 is mainly attributed to Indonesia's rise in patenting activity.

Timeline of Food & beverage inventions in ASEAN region
Inventions benchmarked to all patent filings, 2017-2023



statistically combined, typically self-referential to the dataset in this landscape, to yield an overall strength score per patent family.

Bubble Size shows the number of inventions. Bubbles in purple color are top entities from Indonesia, whereas grey colors represent entities from another ASEAN region.

The emerging technologies are those ranked both youthful and high in Derwent Strength and appear in the upper right quadrant.

Entities may be considered as "notably emerging" as their portfolios are both high in strength and recent. They have heavily invested in IP and prepared for upcoming commercialization, so they are worth of monitoring for market activities.

Figure 4: Competitive dynamic model of food & beverage innovation in ASEAN region

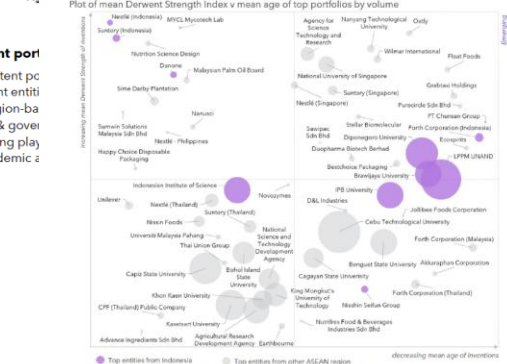


Figure 5: Competitive dynamic model of food & beverage innovation in the ASEAN region
PT Chumsan Group, Forth Corporation, Diponegoro University, LPPM UNAND and Brawijaya University have higher levels of Derwent Strength and more recent activity, hence emerge as entities with high strength recent portfolios.

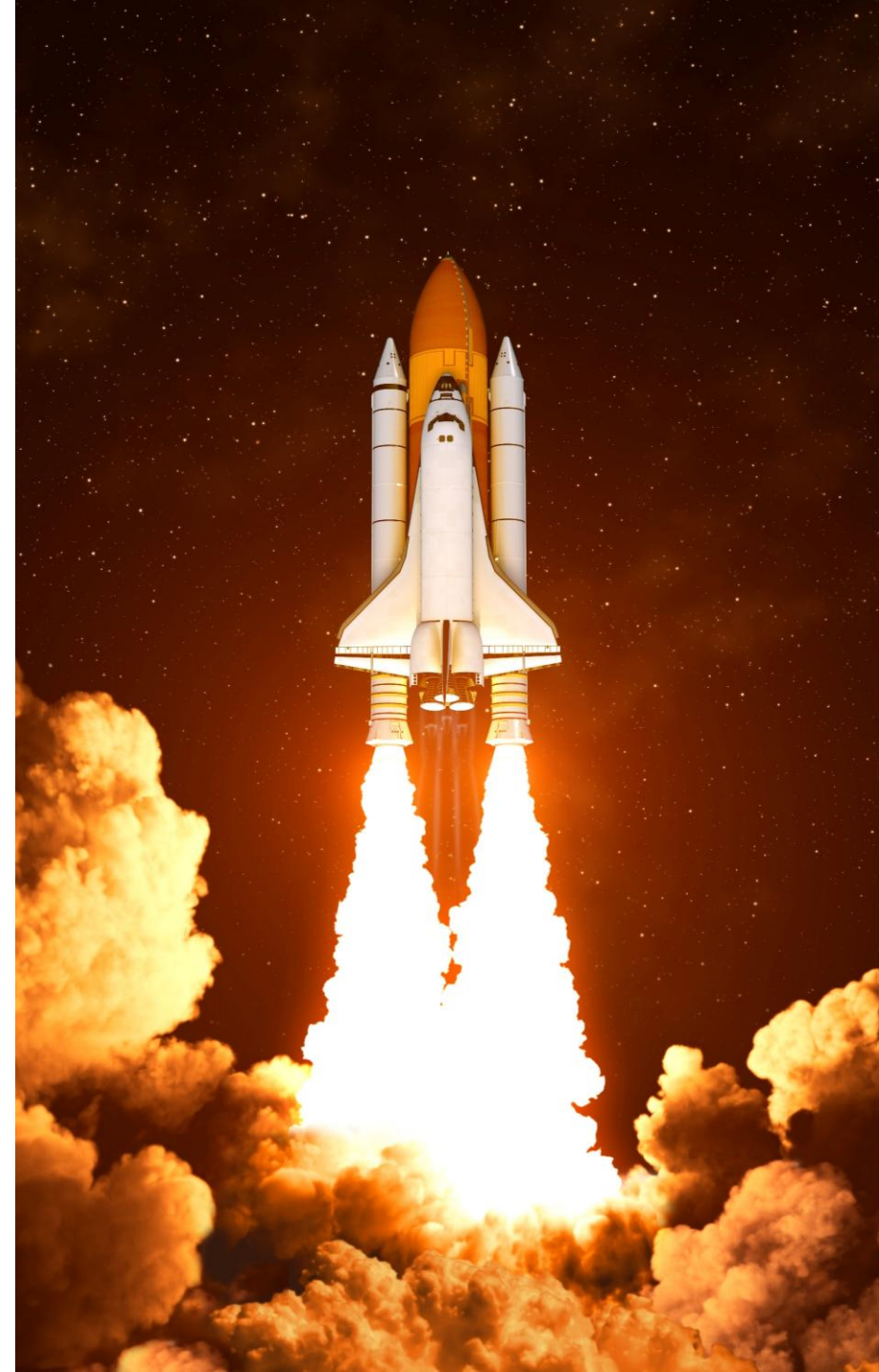
It is noteworthy that IPB University and Nissin Sefun Group have high recency but below average Derwent strength indicating that they may gain more impact with time.

Takeaways

- Many businesses and enablers found the workshop to be very useful.
- Although many have heard of the ASEAN IP Register, they have not had the chance to use it.
- The workshop not only provided them an opportunity to have hands-on experience under the guidance of expert users, it also provided them useful insights on how IP data can be leveraged upon to make informed business decisions.
- The new modality of “Train-the-Trainers”, also provided opportunities for facilitators to learn and be a node for educating and promoting the ASEAN IP Register.
- Many users begin to think about how they should strategise their trademark filings and embark on developing a robust IP strategy

Next Steps

- Holistic and sustainable programs will be considered together with DTTF



THANK YOU

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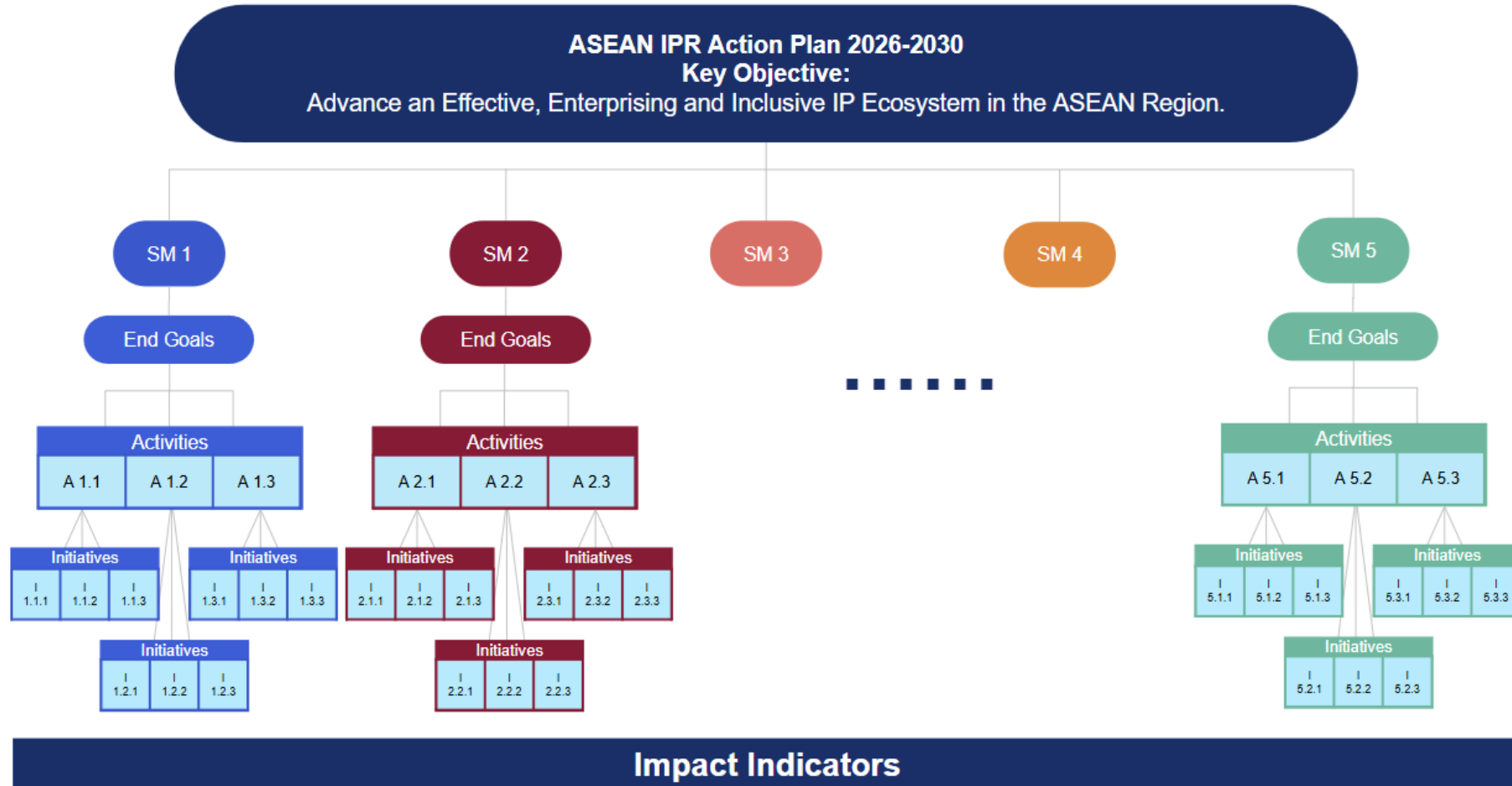
WIPO

ASEAN IPR Action Plan 2026-2030

DTTF

THIRD WORKSHOP | MAY 8, 2025
SIEM REAP, CAMBODIA

Methodology and Process



Objective:

Advance an Effective,
Enterprising and Inclusive
IP Ecosystem in the ASEAN
Region.

Strategic Measures (SMs)

1.

STRENGTHEN THE EFFECTIVENESS OF NATIONAL IPR REGIMES TO STIMULATE ECONOMIC GROWTH, BY ENABLING ADAPTATION TO NEW TECHNOLOGICAL MEASURES AND EMERGING TRENDS

3.

FACILITATE IP ASSET CREATION, MANAGEMENT AND COMMERCIALIZATION FOR ECONOMIC GROWTH

4.

FOSTER AN ASEAN CULTURE OF RESPECT FOR IP, COMPLIANCE AND ENFORCEMENT OF IP RIGHTS

2.

HARMONIZE IP REGULATORY FRAMEWORKS AND ADVANCE REGIONAL PLATFORMS AND INSTITUTIONS

5.

PROMOTE IP FOR SUSTAINABLE AND INCLUSIVE GROWTH IN ASEAN

1.

**STRENGTHEN THE EFFECTIVENESS OF
NATIONAL IPR REGIMES**

2.

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AND ADVANCE REGIONAL PLATFORMS AND
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INCLUSIVE GROWTH IN ASEAN**

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**Strategic
Initiatives (SIs)
developed**

At a Glance..

SM 1. (3 SAs)

6 Strategic Initiatives (SIs)	Short Term	1
	Mid Term	2
	Mid to Long Term	1
	Long Term	2

SM 3. (3 SAs)

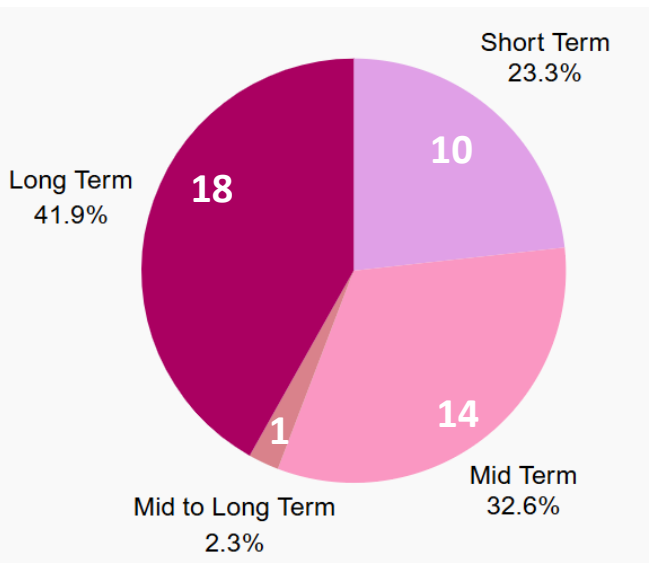
10 Strategic Initiatives (SIs)	Short Term	4
	Mid Term	3
	Long Term	3

SM 4. (3 SAs)

10 Strategic Initiatives (SIs)	Short Term	3
	Mid Term	3
	Long Term	4

SM 2. (3 SAs)

9 Strategic Initiatives (SIs)	Short Term	1
	Mid Term	4
	Long Term	4



SM 5. (2 SAs)

8 Strategic Initiatives (SIs)	Short Term	1
	Mid Term	2
	Long Term	5

Summary of DTTF SIs

Strategic Measures	Strategic Activities	Strategic Initiatives	Timeline	Champion(s)
<u>SM 1</u> STRENGTHEN THE EFFECTIVENESS OF NATIONAL IPR REGIMES	<u>SA 1.1</u> Build digitally empowered IP Offices that provide accessible, user-centric services.	<u>SI 1.1.1</u> <i>Implement smart digital tools, such as Artificial Intelligence, to enhance user experience and achieve service and operational excellence.</i>	Long Term (3-5 Years)	[SG DTTF] [VN]
		<u>SI 1.3.3</u> <i>Upgrade the existing IPO's IT systems with smart technologies and advanced data analytics tools to enable evidence-based strategies development.</i>	Mid Term (2-3 Years)	[DTTF]
		*Pending Refinements		
<u>SM 2</u> HARMONIZE IP REGULATORY FRAMEWORKS AND ADVANCE REGIONAL PLATFORMS AND INSTITUTIONS	<u>SA 2.1</u> Advance convergence of IP regulatory frameworks within ASEAN.	<u>SI 2.1.1</u> <i>Develop a pilot regional digital filing platform for Patents, Designs, and Trademarks.</i>	Long Term (3-5 Years)	[SG DTTF] [PTF] [TMTF] [IDTF]
	<u>SA 2.2</u> Upgrade IP regional cooperation mechanisms and platforms to strengthen ASEAN's competitiveness.	<u>SI 2.2.2</u> <i>Enhance the IP Register to include more user-centric, insights-driven functionalities</i>	Mid Term (2-3 Years)	[SG DTTF]

Summary of DTTF SIs

Strategic Measures	Strategic Activities	Strategic Initiatives	Timeline	Champion(s)
<u>SM 3</u> FACILITATE IP ASSET CREATION, MANAGEMENT AND COMMERCIALIZATION	<u>SA 3.2</u> Empower ASEAN innovators/ creators to adopt an IP- centric, value-based approach to managing and commercialising IP/IA assets.	<u>SI 3.2.2</u> <i>Launch resources and tools on the ASEAN IP Portal to guide innovators and creators in protecting, managing and monetizing their IP.</i>	Short Term (1-2 Years)	[DTTF] [TH]

Thank you!



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SIEM REAP, CAMBODIA