



ASEAN INTELLECTUAL PROPERTY RIGHTS ACTION PLAN 2026 - 2030 (AIPRAP 2030)

I. Introduction

As ASEAN advances towards the vision of a Resilient, Innovative, Dynamic, and People-Centred ASEAN by 2045, and the realization of the ASEAN Economic Community (AEC) Strategic Plan 2026-2030, the ASEAN Intellectual Property Rights Action Plan 2026-2030 (AIPRAP 2030) serves as a crucial roadmap in achieving this ambitious aspiration.

The AEC envisions a single, future-ready economy grounded in the principles of sustainable growth, good governance and inclusivity. It seeks to position ASEAN as a globally competitive market, a hub for science, technology, and innovation, and a centre of excellence for digital transformation and entrepreneurship.

Aligned with the ASEAN Vision, and the AEC's strategic goals, AIPRAP 2030 sets out to cultivate ***an effective, enterprising, and inclusive intellectual property (IP) ecosystem within ASEAN*** that enables innovation, drives business growth, and support regional integration. Through five (5) strategic measures, AIPRAP 2030 will aim to create an environment where IP rights serve as engines of ASEAN's transition into a bold and innovative community and its rising role in the global knowledge economy.

II. Objective: Advance the Effective, Enterprising and Inclusive Intellectual Property Ecosystem in the ASEAN Region.

AIPRAP 2030 aims to propel the Intellectual Property Ecosystem in ASEAN forward by prioritizing three core principles: ***effectiveness, enterprise, and inclusivity***. The Plan seeks to optimize efficiency, enforcement, and compliance; foster innovation, entrepreneurship; and commercialization; and ensure inclusive access and opportunities for MSMEs, local creators, and underserved groups across all ASEAN. This objective reaffirms ASEAN collective commitments to empowering ASEAN innovators, creators and entrepreneurs to thrive amidst an ever-evolving technological advancements and emerging mega trends while promoting cross-border coordination, and creating opportunity for all.

To achieve this goal, five (5) strategic measures will be developed to fortify intellectual property frameworks, spearhead knowledge-sharing and capacity-building initiatives, elevate the standard of IP service delivery, reinforce IP enforcement mechanisms region-wide, cultivate a culture of respect for intellectual property rights among all generations in ASEAN, and foster entrepreneurship and innovation to propel ASEAN towards a more prosperous and inclusive future.

III. Strategic Measures

1. Strategic Measure 1: Strengthen the effectiveness of National IPR Regimes

This measure serves as a solid foundation for unlocking the full potential of innovation and economic growth across ASEAN. It prioritizes the digital transformation of IP offices, alignment with global standards, and integration of IP into national development

strategies. By building digitally empowered, user-centric IP offices, ASEAN ensures accessible and efficient service delivery for all stakeholders. Supporting accession to international treaties and enhancing institutional capabilities will strengthen ASEAN's global competitiveness and harmonization efforts. National IP strategies, reinforced by data, training, and strategic foresight, will better position AMS to leverage IP for economic progress.

Collectively, these initiatives will empower IP offices to become engines of innovation, foster investor confidence, and create a predictable, innovation-conducive ecosystem across the region.

Key activities and corresponding initiatives:

Strategic Measure 1: Strengthen the effectiveness of National IPR Regimes	
Strategic Activities (SA)	Supporting Initiatives (SI)
<u>SA1.1</u> Build digitally empowered IP Offices that provide accessible, user-centric services.	<u>SI 1.1.1</u> – Implement smart digital tools, such as Artificial Intelligence, to enhance user experience and achieve service and operational excellence.
	<u>SI 1.1.2</u> – Develop and implement a comprehensive training programme to enhance IPOs' capabilities in adopting useful advanced technologies that deliver accessible user-centric services.
<u>SA 1.2</u> Develop a global ready ASEAN IP system which closely aligns with international IP standards.	<u>SI 1.2.1</u> – Provide support to AMS in accession to and implementation of international treaties.
<u>SA 1.3</u> Develop national IP strategies to enhance the impact and effectiveness of overall national development goals towards achieving regional harmonization	<u>SI 1.3.1</u> – Conduct a series of workshops for AMS to enhance knowledge and awareness of IP related indicators of the Global Innovation Index (GII) and appreciate how National IP Strategies can contribute to its improvement.
	<u>SI 1.3.2</u> – Develop ASEAN IP Academy's academic strategy & curriculum to support AMS in developing and implementing their National IP Strategies.
	<u>SI 1.3.3</u> – Improving IP Offices access to smart technologies and advanced data analytics tools.

2. **Strategic Measure 2: Harmonize regulatory frameworks and advance regional platforms and institutions**

This strategic measure focuses on harmonizing regulatory frameworks and promoting regional cooperation and institutions to create a cohesive IP landscape in ASEAN. By developing a pilot digital filing system for patents, trademarks, and designs, integrating smart examination tools, and enriching the ASEAN IP Portal, ASEAN will facilitate smoother IP operations and shared regional practices. Upgrading cross-disciplinary training, regional certification programmes, and user-centric platforms such as the ASEAN IP Register will strengthen ASEAN's competitiveness. Deepening institutionality through initiatives like the ASEAN Patent Examination Cooperation (ASPEC) outreach, intra-ASEAN training, and the ASEAN IP Academy's upgrade will reinforce IP cooperation and capacity.

Collectively, these efforts will reduce regulatory fragmentation, increase cross-border efficiency, and enable regional IP mechanisms that are responsive, trusted, and attractive to both domestic and international stakeholders.

Key activities and corresponding initiatives:

Strategic Measure 2: Harmonize regulatory frameworks and advance regional platforms and institutions	
Strategic Activities (SA)	Supporting Initiatives (SI)
<u>SA 2.1</u> Advance convergence of IP regulatory frameworks within ASEAN.	<u>SI 2.1.1</u> – Develop a pilot regional digital filing platform for Patents, Designs and Trademarks.
	<u>SI 2.1.2</u> – Support the integration of smart digital tools into trademark, patent, and industrial design examination systems regionally, with the aim of enhancing convergence of examination processes
	<u>SI 2.1.3</u> – Enhance the ASEAN IP Portal to make it conducive for ASEAN Member States to securely share updates, best practices and common guidelines among each other.
	<u>SI 2.1.4</u> – Implement recommendations of the Feasibility Studies for ASEAN IP Registration System.
<u>SA 2.2</u> Upgrade IP regional cooperation mechanisms and platforms to strengthen ASEAN's competitiveness.	<u>SI 2.2.1</u> – Develop regional IP-relevant cross-disciplinary training and certification program
	<u>SI 2.2.2</u> – Enhance the IP Register to include more user-centric, insights-driven functionalities.

<u>SA 2.3</u> Advance ASEAN IP's institutional.	<u>SI 2.3.1</u> – Develop targeted outreach campaigns to promote ASPEC and related initiatives across SMEs, Startups, Research Institutions in the region and through ASEAN sectoral bodies
	<u>SI 2.3.2</u> – Promote Intra-ASEAN On-the-Job Training (OJT) and internship/attachment opportunities for IP Offices.
	<u>SI 2.3.3</u> – Strengthen ASEAN IP Academy's standing as the regional IP Training Hub.

3. **Strategic Measure 3: Facilitate IP asset creation, management and commercialization**

This measure focuses on transforming IP and intangible assets (IA) into drivers of innovation, investment, and inclusive growth across ASEAN. By enabling efficient asset creation, professional management, and strategic commercialization, it seeks to maximize the economic and innovation value of IP across sectors and borders. ASEAN will identify high-potential sectors, launch pilot projects, and expand valuation and financing models, while building a thriving regional IP and IA marketplace. Parallel efforts will empower creators and innovators with tools, hubs, and tailored programs that translate IP and IA into market-ready assets.

Together, these efforts will enable businesses in every ASEAN Member State to access new markets and partnerships, generate IP and IA-driven economic value, and strengthen ASEAN's position in the global knowledge economy.

Key activities and corresponding initiatives:

Strategic Measure 3: Facilitate IP asset creation, management and commercialization	
Strategic Activities (SA)	Supporting Initiatives (SI)
<u>SA 3.1</u> Enhance ASEAN's capacity to better facilitate and incentivise market-driven IP/IA asset generation across ASEAN and beyond	<u>SI 3.1.1</u> – Conduct research to identify high-potential sectors in AMS and to understand their specific needs in R&D, IP, and business knowledge.
	<u>SI 3.1.2</u> – Launch public-private partnership pilot projects to support and address identified needs of high-potential sectors arising from research.
	<u>SI 3.1.3</u> – Develop, expand and scale up the ASEAN IP Valuation Framework into a regionally harmonised framework tailored to AMS needs, based on existing

	internationally recognized valuation standards and guidelines.
	<u>SI 3.1.4</u> – Develop a report on IP Financing Model in collaboration with key stakeholders.
	<u>SI 3.1.5</u> – Conduct pilot IP-backed Financing projects in at least three (3) AMS.
	<u>SI 3.1.6</u> – Develop a thriving IP Marketplace business model which positions ASEAN as the centre of IP-based transactions.
<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 3.2.1</u> – Develop a comprehensive programme to equip innovators and creators with practical knowledge on managing and leveraging IP/IA as valuable assets for commercialisation.
	<u>SI 3.2.2.</u> - Launch resources and tools on the ASEAN IP Portal to guide innovators and creators in protecting, managing and monetizing their IP.
	<u>SI 3.2.3</u> – Establish/Enhance IP Commercialization Hubs, such as TISCs, and Tech-Transfer Offices in AMS.
<u>SA 3.3</u> Strengthen IP/IA support mechanisms and services tailored to nurturing Micro, Small and Medium-sized Enterprises (MSMEs) and startups.	<u>SI 3.3.1</u> – Create an “ASEAN IP Business Accelerator” programme to deliver targeted training and awareness programmes for MSMEs and startups on IP protection, management, and commercialization, integrating IP into business strategies.

4. **Strategic Measure 4: Foster ASEAN culture of respect for IP, compliance and enforcement of IP rights**

Cultivating a culture of respect for intellectual property rights, integrity, compliance, and entrepreneurship is essential for building a sustainable and inclusive IP ecosystem in ASEAN. This strategic measure focuses on instilling public awareness, ethical behaviour, and stakeholder accountability across all levels of society. Through targeted education campaigns, curriculum integration, and regional outreach, ASEAN aims to embed a culture that champions IP rights. In parallel, strengthened enforcement cooperation will enable Member States to respond effectively to IP infringements.

By enhancing public respect for IP and reinforcing regional enforcement mechanisms, ASEAN creates a conducive environment for innovation and creativity to thrive. Together, we can elevate the reputation of ASEAN as a responsible global player, build a trusted, fair, and predictable IP landscape that benefits all, from grassroots entrepreneurs to global investors.

Key activities and corresponding initiatives:

Strategic Measure 4: Foster ASEAN culture of respect for IP, compliance and enforcement of IP rights	
Strategic Activities (SA)	Supporting Initiatives (SI)
<u>SA 4.1</u> Develop and implement a comprehensive and relevant public awareness roadmap to build a strong culture of respect and advocacy for IP across ASEAN.	<u>SI 4.1.1</u> – Implement IP awareness campaigns in universities to cultivate a culture of respect and advocacy for IP among students and faculty.
	<u>SI 4.1.2</u> – Collaborate with stakeholders to incorporate IP education into AMS' school curriculum.
	<u>SI 4.1.3</u> – Identify and partner with major regional/international IP-rich events to build IP awareness and respect during the events.
	<u>SI 4.1.4</u> – Engage influencers & businesses to implement campaigns that educate the public on IP rights regionally.
	<u>SI 4.1.5</u> - Develop a digital repository in the ASEAN IP portal featuring case studies of successful companies that grew by strategically using IP.
	<u>SI 4.1.6</u> - Raise awareness on alternative dispute resolution options and promote their use in IP disputes in ASEAN.
<u>SA 4.2</u> Catalyse and foster collaborative efforts across the IP enforcement ecosystem for effective enforcement of IPRs	<u>SI 4.2.1</u> - Conduct Comparative Studies and collaborative assessments on IP Enforcement System across AMS.
	<u>SI 4.2.2</u> – Review and update the existing ASEAN IPR Enforcement Handbook to further enhance AMS collaboration
<u>SA 4.3</u>	<u>SI 4.3.1</u> – Develop a regional cross-sectoral communication and mentoring platform to facilitate

Foster dialogue and collaboration with relevant IP stakeholders across and beyond ASEAN to promote compliance and support enforcement of IPRs.	knowledge exchange, joint initiatives, and best practices on IP enforcement.
	SI 4.3.2 – Organize regular high-level regional IP Enforcement & Compliance Forums to strengthen stakeholder engagement.

5. **Strategic Measure 5: Promote IP for Sustainable and Inclusive Growth in ASEAN**

This measure aims to harness intellectual property (IP) as a strategic lever for addressing sustainability challenges and expanding inclusive access to economic opportunity across ASEAN. By promoting the use of IP in green technologies, social innovation, traditional knowledge systems, and geographical indications (GI), ASEAN unlocks new pathways to resilience, environmental stewardship, and community empowerment. Through regional collaboration on PVP, GI branding, and inclusive funding models, as well as targeted support for women, youth, persons with disabilities, and underrepresented creators, ASEAN ensures that the IP system reflects and uplifts the diversity of its people.

These efforts will strengthen the region's capacity to deliver solutions for sustainable development and a resilient future, while embedding inclusivity at the heart of innovation-led growth.

Key activities and corresponding initiatives:

Strategic Measure 5: Promote IP for Sustainable and Inclusive Growth in ASEAN	
Strategic Activities (SA)	Supporting Initiatives (SI)
<u>SA 5.1</u> Promote the strategic use of IP/IA to address key challenges and identify new opportunities in sustainable development	<u>SI 5.1.1</u> – Develop regional training programmes for PVP examiners and stakeholders.
	<u>SI 5.1.2</u> – Promote PVP Cooperation on DUS (Distinctness, Uniformity, and Stability) Testing Among AMS
	<u>SI 5.1.3</u> – Develop program to brand & market GI products to enhance their market value and acceptance
	<u>SI 5.1.4</u> – Integrate IP criteria into green funding projects by collaborating with public and private partners.

	<u>SI 5.1.5</u> – Enhance the protection mechanisms and promotion of Traditional Medical Knowledge by partnering with relevant stakeholders to ensure respect for community rights and benefit-sharing.
<u>SA 5.2</u> Support inclusive access to economic opportunities for all innovators and creators through capacity building and raising awareness.	<u>SI 5.2.1</u> - Deliver tailored IP training, mentorship, and resources for under-represented innovators and creators.
	<u>SI 5.2.2</u> – Launch a regional ‘IP Excellence Award’ to recognize under-represented innovators and creators, while showcasing success stories and providing mentorship to inspire groups such as women and youths in ASEAN, to harness IP for economic growth.
	<u>SI 5.2.3</u> – Partner with disability advocacy groups to improve accessibility to inclusive IP training programs and digital tools.