



# 2025 WIPO

## World Intellectual Property Day

Dear General Director Daren Tang,

We are pleased to celebrate World Intellectual Property Day 2025 alongside WIPO.

**IP and music: Feel the beat of IP**, this year's theme, highlights how IP rights empower creators and entrepreneurs in the music industry, underscores the vital role intellectual property rights play in promoting creativity and driving innovation across sectors. Music, as a universal language, exemplifies how IP rights fuel diverse industries while connecting and inspiring people worldwide.

Intellectual property rights are essential for advancing innovation, economic growth, and culture. They protect creations of the mind, such as inventions, artistic works, and symbols, ensuring that creators and businesses benefit from their efforts. Unfortunately, there are a few voices that claim IP is a barrier to access, a regulation that privileges only a few countries and individuals and prevents technological breakthroughs from reaching many more. Nothing can be further from the truth. IP is a crucial component of the innovation system and allows knowledge to be shared through contractual agreements better than any other system while keeping intact incentives for further innovation. The below global coalition signed by 115 partners in 46 countries testifies to the universal applicability of robust IP rights. The World Intellectual Property Organization plays a key role in enabling global IP protection, offering services to safeguard ideas and acting as a forum for addressing emerging IP issues. By supporting creators and guiding decision-makers with vital data, WIPO helps ensure IP benefits everyone everywhere.

A robust system of property rights, including IP, underpins a free and prosperous society. Strong IP rights incentivize innovation, drive technological advancement, and promote economic development while reinforcing individual freedom and civil liberties. Initiatives like the International Property Rights Index (IPRI) demonstrate how property rights correlate with societal well-being and economic success. By safeguarding intellectual property, we empower creators, fuel progress, and build a foundation for global prosperity.

## MEASURING IP'S IMPACT ON THE GLOBAL ECONOMY

The 2024 International Property Rights Index reveals that countries included in the index represent 93.4% of the world's population and account for 97.5% of global GDP. Notably, 60.3% of the world's GDP is produced by 42 countries with only 16.1% of the global population, each boasting IPRI scores above 5.8.<sup>1</sup> This highlights a clear positive relationship between robust property rights systems and economic strength, emphasizing the large share of world GDP attributable to these nations. Policymakers in densely populated countries should carefully consider this connection, as it recommends the role of secure property rights in promoting economic resilience and growth. Furthermore, the strong correlation between the Global Entrepreneurship Index and the IPRI and its components reinforces the critical importance of property rights in driving innovation and entrepreneurial success.<sup>2</sup>

## IP: FOUNDATION OF INNOVATION & ECONOMIC PROSPERITY

Intellectual property is a key component of free enterprise, creating an environment that promotes progress and protects liberty. By ensuring innovators and creators can safeguard their hard-earned achievements, strong IP rights empower individuals and companies to invest, collaborate, and share their talents with the world. These protections also produce widespread societal benefits, as the IP Index demonstrates a clear link between robust IP frameworks and greater access to groundbreaking innovations in healthcare and technology, enhanced economic opportunities, and more resilient job markets. In the U.S., industries reliant on intellectual property generate millions of jobs and contribute \$7.8 trillion to the economy, accounting for approximately 40% of the country's GDP, as reported by the U.S. Patent and Trademark Office.<sup>3</sup> Workers in these industries benefit directly, often earning higher wages, enjoying greater job stability, and gaining access to specialized training. By strengthening IP, we create an innovation-driven economy that safeguards individual liberties, strengthens free enterprise, and advances society.<sup>4</sup>

A study by the EUIPO and EPO demonstrates the importance of intellectual property rights for business success. Based on data from 119,000 EU firms (2013–2022), IPR owners generate 41% more revenue per employee, with SMEs benefiting the most, seeing a 44% increase.<sup>5</sup> Trademarks and designs further boost performance, raising revenue by 40.9% and 29.3%, respectively. Yet, fewer than 10% of SMEs hold registered IPRs, revealing significant potential for growth and innovation. The findings highlight IPRs' role in enhancing European competitiveness, wages, and sustainable progress.<sup>6</sup>

1. [propertyrightsalliance.org/wp-content/uploads/PRA\\_WIPO\\_Day\\_2024\\_.pdf](https://propertyrightsalliance.org/wp-content/uploads/PRA_WIPO_Day_2024_.pdf)

2. *Ibid.*

3. [uschamber.com/intellectual-property/the-pillars-of-free-enterprise-rest-on-ip](https://uschamber.com/intellectual-property/the-pillars-of-free-enterprise-rest-on-ip)

4. *Ibid.*

5. [euiipo.europa.eu/da/news/observatory/epo-and-euiipo-study-highlights-the-impact-of-intellectual-property-rights-on-firm-performance-in-the-eu](https://euiipo.europa.eu/da/news/observatory/epo-and-euiipo-study-highlights-the-impact-of-intellectual-property-rights-on-firm-performance-in-the-eu)

6. [euiipo.europa.eu/da/news/observatory/epo-and-euiipo-study-highlights-the-impact-of-intellectual-property-rights-on-firm-performance-in-the-eu](https://euiipo.europa.eu/da/news/observatory/epo-and-euiipo-study-highlights-the-impact-of-intellectual-property-rights-on-firm-performance-in-the-eu)

## IP DRIVING INNOVATION AND AFFORDABILITY IN HEALTHCARE

A strong intellectual property framework is a critical factor of innovation and affordability in healthcare, particularly in the MedTech sector. By safeguarding inventions and incentivizing research and development, robust IP protections encourage investment in cutting-edge medical technologies that improve patient outcomes. A well-structured IP system promotes competition and attracts both domestic and international funding, enabling companies to scale production and reduce costs over time.<sup>7</sup> This leads to the widespread availability of advanced medical solutions at more affordable prices. Additionally, IP protections facilitate technology transfer from multinational corporations to local innovators, strengthen healthcare infrastructure in developing countries and ensure that new treatments are both high-quality and accessible. By balancing innovation with affordability, a secure IP framework supports sustainable healthcare advancements, expanding access to life-saving technologies while promoting economic growth in the MedTech industry.<sup>8</sup>

## IP CATALYZING CREATIVITY AND ECONOMIC PROGRESS

Intellectual property law plays a critical role in driving innovation and creativity, allowing creators and inventors to safeguard and profit from their ideas while encouraging progress and competition. Through protections like copyrights, trademarks, and patents, IP law motivates innovation by giving creators exclusive rights to benefit from their work.<sup>9</sup> This protection not only encourages continued creativity but also promotes the sharing of knowledge, allowing others to build upon existing ideas and drive further advancements. In the global marketplace, IP law equips businesses with the tools to safeguard their innovations, ensuring fair competition and enabling them to reinvest in future breakthroughs.<sup>10</sup> Moreover, IP law guarantees that creators and inventors are fairly compensated for their work, preventing exploitation and securing the foundation for ongoing innovation. Through these mechanisms, IP law strengthens economic growth, supports individual liberties, and benefits society by creating a thriving culture of creativity and progress.<sup>11</sup> By granting exclusive rights to creators, IP can yield significant financial rewards if the innovation succeeds in the market. Beyond direct incentives for invention, IP also supports innovation through indirect mechanisms—such as facilitating access to knowledge, resolving information gaps, boosting international trade, and opening greater opportunities for financing.<sup>12</sup>

7. [wipo.int/en/web/global-health/w/news/2024/news\\_0015](https://wipo.int/en/web/global-health/w/news/2024/news_0015)

8. *Ibid.*

9. [virtuosolegal.com/faq/the-impact-of-ip-law-on-innovation-and-creativity/](https://virtuosolegal.com/faq/the-impact-of-ip-law-on-innovation-and-creativity/)

10. *Ibid.*

11. *Ibid.*

12. [oecd.org/content/dam/oecd/en/publications/reports/2014/01/national-intellectual-property-systems-innovation-and-economic-development\\_g1g35f7c/9789264204485-en.pdf](https://oecd.org/content/dam/oecd/en/publications/reports/2014/01/national-intellectual-property-systems-innovation-and-economic-development_g1g35f7c/9789264204485-en.pdf)

## CONCLUSION

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On World Intellectual Property Day 2025, we recognize the essential role of IP in promoting innovation, economic growth, and cultural enrichment. Intellectual property protections enable creators and businesses to develop groundbreaking technologies, life-saving medical advancements, and artistic works that inspire and connect people worldwide. From healthcare to the music industry, strong IP rights provide the foundation for sustainable progress by ensuring that those who invest in innovation can reap the rewards of their efforts. The impact of IP extends beyond economic success, it is a driving force behind technological breakthroughs and expanded access to essential goods and services. In the healthcare sector, IP protections encourage research and investment in cutting-edge treatments, allowing companies to scale production and ultimately reduce costs, making life-saving medicines and medical devices more affordable. In creative industries, copyrights and trademarks ensure that artists and entrepreneurs can continue producing new content, enriching societies while contributing to global economies.

As we continue to lead global efforts to strengthen intellectual property protections, international collaboration remains critical in ensuring that innovation benefits all. By safeguarding IP, we empower individuals, bolster economic development, and create opportunities for future generations. IP frameworks are not just about protecting ideas—they are about shaping a world where progress, creativity, and prosperity thrive.

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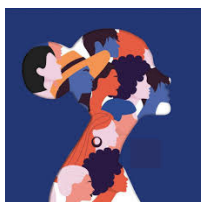
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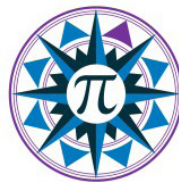
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