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To all the Members of the AIPPI - UAE National Group

¹²th Circular/ 2025

Subject: From Idea to Impact – RiSE Conference 2025

Dear all,

We write to share with you our 12th circular for the year authored by our esteemed communication committee member and colleague Mona Saleh to share some updates about **RiSE Conference 2025 that was held in Dubai during the month of October 2025.**

Under the esteemed patronage and presence of H.E. Abdulla bin Touq Al Marri, Minister of Economy and Tourism, the RiSE – Reinforcing Intangibles to Strengthen the Economy conference was held in Dubai on October 13, 2025 at InterContinental Festival City Hotel, marking a key milestone in the UAE's journey toward a knowledge-based, innovation-driven economy. AIPPI UAE group participated in the event, had a booth for the group and displayed many of its activities and its members' contributions.

The event convened leading policymakers, IP experts and practitioners, academics and industry leaders to discuss how intangible assets and intellectual property can act as powerful levers for economic diversification, global competitiveness and sustainable development.

- **Purpose and Vision**

The RiSE conference highlighted the UAE's forward-looking approach to integrating research, innovation and intellectual property into the national growth agenda. It emphasized the country's commitment to nurturing creative potential, stimulating investment in green technologies and creating a resilient innovative ecosystem that aligns with the nation's sustainable development goals.

A major highlight was the launch of the national standards for evaluating research centres, a groundbreaking initiative that will raise the performance of academic and research institutions, promote excellence and strengthen the UAE's position as a regional hub for innovation and research excellence.

- **Conference Highlights**

The event commenced with an opening address by H.E. Abdulla bin Touq Al Marri, Minister of Economy, who reaffirmed the UAE's strategic focus on intangible assets such as intellectual property, innovation, and creativity as key drivers of economic strength, competitiveness, and future readiness.

During his remarks, His Excellency also announced a significant national achievement, the UAE has been ranked first regionally and 30th globally in the Global Innovation Index, underscoring the country's continued progress in fostering a knowledge-based and innovation-driven economy.

Keynote by H.E. Eng. Dr. Khalifa Al Tunaiji, titled "*Agricultural Innovation and Food Security: Pillars of Sustainable Development*" which underscored the link between innovation and sustainability in vital sectors. Because of the investment in innovation and patents, HE shared some interesting outcomes and statistics with the audiences, such as The United Arab Emirates ability to special wheat flour with a protein content **higher than 19%** which is being developed at the Wheat Farm in Sharjah, this high-protein wheat variety was cultivated to improve the nation's food security and considered one of the highest, if not the highest, event percentage of protein in wheat flours. Furthermore, the UAE's arid climate and scarce water resources are not conducive to large-scale wheat cultivation but the local production efforts have increased, most notably with the Sharjah wheat farm project in Mleiha. The farm is expected to be able to complete the cycle in 90 days which will open to produce twice during the same season. All credits go to investment in intellectual property, innovations and know-how which attracted and continue to attract experts from all over the world to listen to the UAE experience in this field.

Various Panel discussions explored key themes including:

- **Intellectual property as a catalyst for innovation.** This session was particularly insightful, enriched by the diverse expertise and background of the distinguished speakers who shared valuable perspectives on how IP drives creativity, competitiveness and sustainable growth.
- **Leadership and innovation in shaping economic resilience**
- **Innovation for impact and the rise of the green IP economy**

Keynote address by H.E. Maria Al Qassim, Assistant Undersecretary for Economic Policies and Legislations, titled “*Clusters as Accelerators*” which highlighted how collaborative environments can help IP-protected solutions scale faster and reach global markets.

While the main panel discussions were taking place, several smaller group sessions were held in parallel, focusing on different sectors related to intellectual property including *IP and Sports* and *IP and Agriculture*.

One of the notable sessions was organized by the Ministry of Economy, represented by the Intellectual Property and Trade Marks Department, led by Mr. Fawzi Al Jabari and H.H. Sheikh Abdulaziz Bin Hamdan Al Na’imi. The discussion centered on trade mark sector services and explored ideas for improvement and enhancement.

During this session, the Ministry also announced the launch of a new AI-powered search tool available on the UAE IP Portal, designed to assist users in clearing new trade marks and generating logo or design concepts based on existing UAE trade mark data.

Conclusion

The RiSE 2025 conference concluded with a powerful message: the future of the economy is driven by ideas, creativity and collaboration. By emphasizing the importance of intangibles, knowledge, innovation and intellectual property, the UAE is paving the way for a sustainable, inclusive, and competitive economic future. AIPPI UAE Group is proud to have partnered in this initiative and to support its success.

The discussions and insights shared at the conference will serve as valuable guidance for stakeholders seeking to transform ideas into impactful realities. The UAE remains at the forefront of innovation and global thought leadership.

Thank you

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