



The Offices, 02 Building
One Central
Dubai World Trade Centre
PO Box 9204
Dubai - United Arab Emirates

24 November 2025

To all the Members of the AIPPI - UAE National Group

14th Circular/ 2025

**Subject: HEWAR (Dialogue 2025) – 13 November 2025
Keynotes IP Strategy and Commercialization**

Dear all,

We write to share with you our 14th circular for the year authored by our esteemed communication committee member and colleague Mona Saleh to share some updates about the recent HEWAR (Dialogue 2025) meeting.

Under the auspices and in the presence of His Excellency Abdulla Bin Touq Al Marri, Minister of Economy and Tourism, the Ministry convened its third Hepar حوار (Dialogue 2025) on 13 November at the Umm Suqeim Majlis in Dubai.

The session was also attended by His Excellency Abdulla Al Saleh, Undersecretary, and His Excellency Dr. Abdelrahman Al Muaini, Assistant Undersecretary for the IP Sector, together with participants from various public and private sector entities.

The event opened with an interview between His Excellency the Minister and Ms. Hoda Barakat, followed by a broad discussion with the audience. A consistent theme throughout the dialogue was the UAE's continued regional leadership in intellectual property protection, supported by steady progress in legislative development, institutional initiatives and proactive policy-making.

A central takeaway was the Ministry's clear focus on the next stage of national IP development: commercialisation. His Excellency underscored that this direction forms a key pillar of the UAE's emerging IP strategy, with an emphasis on enabling SMEs, start-ups, academic institutions and innovators to translate their IP assets into tangible economic value. This approach is backed by measures such as reduced official fees, expansion of awareness and educational programmes, and deeper integration of IP into the broader economic ecosystem.

A notable moment during the dialogue occurred when a participant raised a question regarding the language of the session. His Excellency responded with openness and flexibility, immediately embracing the suggestion and adjusting the discussion accordingly. The exchange reflected a leadership approach anchored in responsiveness, inclusion and dialogue; core principles that continue to shape the UAE's policymaking culture.

The event concluded with the signing of a Memorandum of Understanding between the Ministry of Economy and Tourism, AIPPI Group UAE, and other participating entities. The MOU aims to strengthen cooperation between the public and private sectors and reinforces the UAE's ongoing commitment to further developing a dynamic and supportive IP environment.

We extend our appreciation to His Excellency the Minister and the Ministry's IP team for their sustained efforts and contributions to advancing the UAE's IP sector and supporting the country's broader economic vision.

Thank you

Authored by: Mona Saleh

Verified by: Ziad Sunna