



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

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To all the Members of the AIPPI - UAE National Group

10th Circular/ 2026

Subject: IP Sports Day 2026 - Advancing IP Awareness through Engagement and Collaboration

We are pleased to share our 10th circular for 2026, authored by Dr. Hemida Abdelati, highlighting the Intellectual Property Sports Day 2026 and its role in advancing awareness, collaboration and engagement within the UAE's IP ecosystem, which also saw the active participation of a number of AIPPI UAE members.

In celebration of World Intellectual Property Organization's World Intellectual Property Day 2026, the UAE Ministry of Economy and Tourism ('MOET') hosted on 18 April 2026, the second edition of Intellectual Property Sports Day, reaffirming its commitment to fostering awareness, collaboration and community engagement within the IP ecosystem.

Building on the success of its inaugural edition, this initiative reflects the UAE's broader vision of strengthening its position as a global hub for innovation and knowledge-based industries. By translating the values of intellectual property such as fairness, respect and collaboration into an interactive and participatory format, the event continues to offer a practical and impactful platform for engagement.

Key Developments

A notable highlight of this year's event was the signing of a Memorandum of Understanding between the MOET and the UAE Basketball Association.

This collaboration underscores the growing intersection between intellectual property and the sports sector, where rights such as branding, broadcasting, sponsorship and image rights play a critical role. The partnership reflects a strategic step toward enhancing IP awareness within sports industries and supporting the commercialization and protection of sports-related assets in the UAE.

Event Overview

The event brought together representatives from government entities, private sector organizations, law firms and IP professionals. Through a series of team-based sports activities, participants engaged in a dynamic environment that encouraged teamwork, healthy competition and meaningful interaction.

Beyond the activities themselves, the event created a unique space for professionals to connect outside formal settings, strengthening relationships, building trust and reinforcing collaboration across sectors. The second edition saw increased participation and broader representation, highlighting its growing relevance within the IP community.

Key Outcomes

- Strengthened public-private sector collaboration
- Increased awareness of intellectual property through practical engagement
- Reinforced a culture of teamwork, respect and innovation
- Supported the UAE's national innovation strategy
- Demonstrated the continued success and scalability of the initiative
- Continue support the objectives of the Year of Community by fostering inclusivity, engagement, and stronger community connections.

Conclusion

The Intellectual Property Sports Day 2026 continues to evolve as a distinctive platform for advancing IP awareness and strengthening collaboration across the UAE. Its sustained success reflects the importance of innovative approaches to engagement, with strong potential for further growth in the years ahead.

Written by: **Dr. Hemida Abdelati**

Verified by: **Mona Saleh**