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To all the Members of the AIPPI - UAE National Group

11th Circular/ 2026

Subject: Intellectual Property Builds Identity - From Idea to Brand

We are pleased to share our 11th circular for 2026, authored by Mona Saleh, briefly highlights the Ministry of Economy and Tourism ('MOET') participation in a workshop at the Abu Dhabi Entrepreneurship Festival, focused on how intellectual property supports brand building and business growth.

In line with World Intellectual Property Day and as part of the Abu Dhabi Entrepreneurship Festival, MOET is pleased to highlight its participation in the workshop titled "Intellectual Property Builds Identity: From Idea to Brand", hosted at the Abu Dhabi Energy Centre.

The workshop was opened by H.E. Dr. Abdulrahman Al Muaini, Assistant Undersecretary for the Intellectual Property Sector, who commended the ongoing national efforts to strengthen the IP ecosystem and highlighted the importance of continued collaboration with IP-related groups such as AIPPI, the Emirates Association for Invention, and other partners in supporting SMEs and innovators. Dr. Al Muaini also shared insights on the development of the national IP strategy, emphasizing the importance of such engagement in shaping practical, forward-looking policies that support innovation and economic growth.

Ms. Nawal Al Junaibi, Head of the Trade Mark Examination and Registration Section, together with Mr. Fawzi Al Jaber, Head of Trade Marks, delivered a comprehensive overview of the trade mark registration process. They highlighted the services, initiatives and outreach activities offered by the Trade marks Office, while also stressing the importance of viewing trade marks and brands not only as legal tools, but as valuable business assets. Their intervention underscored how effective brand protection and strategic use of trade marks can support commercialization, enhance market positioning and create long-term value for businesses.

The session further emphasized the importance of active participation in such workshops, even for experienced professionals, as they provide a platform to exchange knowledge, share practical insights, and contribute informed perspectives to emerging businesses and entrepreneurs. These engagements play a key role in raising awareness, fostering a culture of intellectual property, and promoting best practices across the ecosystem.

Key Takeaways and Conclusion

MOET's participation in this workshop reinforces its commitment to promoting intellectual property as a cornerstone of economic development. The discussions highlighted that protecting and leveraging IP rights is essential not only for safeguarding innovation, but also for enabling commercialization and sustainable business growth. Continued engagement in such forums supports knowledge-sharing, strengthens collaboration between public and private sectors, and contributes to educating the wider community on the strategic value of IP.

MOET encourages experts and entrepreneurs alike to actively participate in similar initiatives, recognizing their importance in shaping a robust, innovation-driven economy and in positioning intellectual property as a key driver of competitive advantage in the UAE.

Thank you

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