

**Innovation Insights Statement at the WIPO General Assemblies 2015**

Delivered by Jennifer Brant, Director of Innovation Insights

Mr. Chairman, Congratulations and thank you for the floor.

Innovation Insights became an accredited observer in 2014. First and foremost, we wish to thank the membership for giving us the opportunity to engage at WIPO.

Our mission is to bring practical insights about innovation, technology diffusion, and IP management to the Geneva IP community. To do this, we draw on the real world experience of our members and other technology leaders from the private sector.

Entrepreneurs and firms are in the business of developing new, cost-effective solutions to society's greatest challenges. They deliver innovative products and services to customers in mature and emerging markets every day. Increasingly, they collaborate to stay ahead of the curve. So-called "open innovation", which is underpinned by effective IP protection, results in significant knowledge sharing and creation, while supporting the adaptation of offerings for different needs.

In their general statements, some speakers have noted the value of WIPO engagement with IP users. We submit that the participation by innovators – of all sizes, from all sectors, and from countries at all levels of development – should be mainstreamed into WIPO activities.

More participation by those with practical innovation and IP experience could improve WIPO services, the evidence base for WIPO policy discussions, and WIPO IP management training programs for SMEs. It could also support WIPO members in prioritizing work on topics with relevance outside of Geneva.

Thank you.