

## EUROPEAN UNION:

EUIPO Strategic Plan 2025: A vision for the future of Intellectual Property in Europe

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The Strategic Plan of the **European Union Intellectual Property Office (EUIPO) for 2025 marks a new stage in its evolution as a key Institution in the European innovation ecosystem.** This ambitious project articulates three interrelated strategic drivers aimed at providing significant added value to businesses, Institutions and citizens, thus consolidating the role of Intellectual Property as an essential pillar for economic and sustainable development.

**EUIPO aims to strengthen an interconnected, efficient and reliable IP system within the single market.** This involves strengthening cooperation with national, international and law enforcement authorities, as well as with strategic partners, building on existing networks and **adapting to a global landscape characterized by rapid technological developments and changing economic dynamics.** This approach aims to ensure that IP remains a key asset for European competitiveness in a globalized environment.



User focus is at the heart of this plan. **EUIPO aims to provide advanced and simplified services that meet the specific needs of SMEs, large companies and other intermediaries.** By creating tailor-made tools, the Office aims to offer solutions that provide greater added value and help businesses adapt and grow in an increasingly digital and competitive environment. In parallel, **EUIPO is committed**

**to becoming a model of an innovative and sustainable workplace.** This strategic driver promotes continuous learning among its staff, ensuring the development of organizational capabilities and the adoption of advanced working practices. These actions will enable the Office to respond to future needs in an agile and efficient manner, ensuring a high-quality service that strengthens its contribution to the IP system as a whole.

**The integration of these strategic drivers into a single framework allows EUIPO to move towards its shared vision of delivering IP value for Europe.** Beyond its role as a registry, EUIPO is positioning itself as a key player in creating a robust IP ecosystem that fosters innovation and sustainable economic growth in the European Union.