



Confederation of Indian Industry

On the occasion of World Design and Intellectual Property Day 2026

WORLD DESIGN & INTELLECTUAL PROPERTY CONFERENCE 2026

'From the Spaces In Between to Impact: Designing, Protecting, and Powering Innovations'

Background:

As economies transition from asset-led to **knowledge- and innovation-led growth**, the ability to create, protect, and commercialize **intellectual assets** has become a **decisive factor** for national competitiveness and enterprise success. Intellectual Property today goes beyond legal protection; it is a strategic business tool that enables market leadership, investment confidence, technology diffusion, and sustainable value creation across sectors.

India's innovation ecosystem is undergoing a significant transformation. With rising R&D activity, expanding startup and MSME participation, stronger academic-industry collaboration, and progressive policy reforms, the country has built a more responsive and robust IP framework. This momentum presents a critical opportunity — not only to generate intellectual assets, but to **translate them into real-world impact** through commercialization, adoption, and scale.

It is within these “**spaces in between**” — between ideation and implementation, protection and commercialization, innovation and market adoption — that many promising ideas often lose momentum. **Design plays a vital role in bridging these gaps**, enabling IP to move beyond registration toward relevance. Through user-centric thinking, systems integration, sustainability, and market readiness, design transforms protected ideas into solutions that create economic, social, and environmental value.

By integrating design strategically with IP frameworks, organizations can enhance differentiation, reduce risk, accelerate adoption, and build trust across global markets. This convergence is increasingly essential as industries navigate rapid technological change, digital transformation, and evolving consumer expectations.

The **World Design & Intellectual Property Conference 2026** is positioned as a platform to examine this critical intersection, foster cross-sector dialogue, and highlight best practices that demonstrate how **design and IP together can power growth, resilience, and long-term competitiveness**.

Objectives:

1. **Position Intellectual Property and Design as strategic enablers of growth, competitiveness, and market differentiation across industry, technology, manufacturing, and creative sectors.**

2. **Champion design as a driver of innovation, adoption, and impact**, emphasizing human-centred, inclusive, sustainable, and systems-based design approaches that translate ideas into meaningful outcomes.
3. **Enable informed dialogue on IP and design valuation, financing mechanisms, and sustainable commercialization models**, accelerating the journey from protected ideas to market and societal impact.
4. **Strengthen protection and value creation for Geographical Indications (GIs), traditional knowledge, and social innovations**, through design-led and IP-enabled approaches that enhance authenticity, traceability, livelihoods, and inclusive development.
5. **Advance ecosystem collaboration and awareness** by fostering public-private engagement on IP and design policy, addressing emerging challenges such as counterfeiting, piracy, digital infringement, and misuse of designs in physical and digital environments.

Target Audience:

The Summit will bring together:

- Industry leaders, CEOs, CTOs, and Heads of Legal/IP
- Design Heads of Corporates
- Corporate IP managers and in-house counsels
- Design Houses and Startups
- Law firms, patent attorneys, and IP professionals
- Policymakers, regulators, and enforcement agencies
- Academic institutions and Technology Transfer Offices (TTOs)
- Startups, MSMEs, incubators, and investors
- International IP organisations and standard-setting bodies
- International Design Organizations

Proposed Session Themes:

1. **From Ideas to Impact**
Bridging the spaces between creativity, design, IP protection, and market adoption
2. **Design as Strategy, Not Styling**
How human-centred, systems, and sustainable design drive innovation, trust, and scale
3. **Protecting What Matters**
Evolving IP frameworks for technologies, designs, digital assets, and creative industries
4. **Valuing the Intangible**
IP and design valuation, financing mechanisms, and commercialization models for growth
5. **Design, IP & Inclusive Development**
Geographical Indications, traditional knowledge, social innovation, and livelihood creation
6. **Innovation in the Digital Age**
AI, data, platforms, and the future of design and IP in virtual and physical worlds
7. **Battling Infringement in a Borderless World**
Counterfeiting, piracy, design misuse, and enforcement challenges across global markets

Key Highlights:

- High-level keynote and leadership addresses
- Thematic panel discussions with industry and policy leaders
- B2B networking and collaboration opportunities
- Release of Thought Leadership Reports

Key Prospective Partners:

- Intellectual Property Office India
- World Intellectual Property Office (WIPO)
- Department for Promotion of Industry and Internal Trade (DPIIT)
- Global Intellectual Property Offices (from Japan, EU, UK etc)
- World Design Organisation (WDO)
- Japan Institute of Design Promotion (JDP)
- UK Design Council
- JETRO
- Ministry of Culture

Why Participate:

- Gain strategic insights into India's evolving IP and design ecosystem, and their combined role in driving innovation-led growth
- Learn from national and global best practices in IP protection, design integration, and market-oriented commercialization
- Engage and network with senior policymakers, industry leaders, designers, innovators, and IP and design experts from India and abroad
- Explore cross-sector partnerships, business opportunities, and design-led collaborations that translate ideas into impact
- Understand how design acts as the bridge between protected ideas and real-world value creation
- Contribute to shaping India's IP and design discourse, aligned with World Intellectual Property Day and International Design Day 2026

Conclusion:

The CII World Design and Intellectual Property Conference 2026 will serve as a flagship global forum dedicated to strengthening India's intellectual property ecosystem. Convened on the occasion of World Design and Intellectual Property Day, the Summit will highlight the powerful convergence of IP and design in transforming ideas into impact. By bringing together policymakers, industry leaders, innovators, designers, and experts, the initiative seeks to reinforce trust in IP systems, promote design-led value creation, and position Intellectual Property and design as key drivers of India's economic, technological, and creative growth.