

Assemblies of the Member States of WIPO: Sixty-Fifth Series of Meetings**July 9th, 2024****Item 4 – General statement by the Permanent Representative of Italy to the United Nations and other International Organizations in Geneva, Ambassador Vincenzo Grassi**

Chair, Excellencies, dear delegates, distinguished colleagues,

Italy, with its prestigious history of innovation, creativity, and cultural heritage, attaches great importance to IP rights. Last March we celebrated 550 years since the establishment, in 1474, of the Patent Law of the Venetian Republic, which represents one of the first examples of modern IP law codifications. We highly appreciated the participation of WIPO DDG Lisa Jorgenson at the celebrations in Venice with our Minister of Enterprises and Made in Italy. In 2023, the reform of our Industrial Property Code and the entry into force of a new law against audio-visual piracy online reaffirmed Italy's commitment to IP protection, which is essential to strengthen innovation, industrial development and trade.

Last year Italy ratified the Geneva Act of the "Hague Agreement" and we are in the process of ratifying the "Geneva Act of the Lisbon Agreement", which we consider an important step to further strengthening the international protection of Geographical Indications (GIs), since GIs have proved to be an extraordinary value and a competitiveness factor, especially for SMEs.

Mindful of the challenges that digital technologies, including AI, pose with respect to IP, by the end of the year, the Italian G7 Presidency will deliver a report on driving factors and challenges of AI adoption among companies, providing policy options for governments to promote the safe use of AI. Last September DDG Forbin was in Rome for a Conference on AI and creativity, hosted by the Ministry of Culture, and she shared WIPO's engagement in promoting copyright protection in this new field.

Distinguished Chair, in November we will convene in Riyadh for the Diplomatic Conference to conclude a Design Law Treaty and in 2025 we will celebrate the centenary of The Hague's Union. Italian industrial design is renowned for its elegance, functionality, and creativity. I am thus pleased to invite delegates to visit the "Italia geniale" exhibition, featuring a selected choice of iconic Italian products, currently on display at WIPO new building.

In conclusion, I would like to commend WIPO and the membership for the adoption by consensus last April of the Treaty on Genetic Resources and Traditional Knowledge, a great achievement for the cause of multilateralism, demonstrating that the IP system can foster innovation while evolving in a more inclusive way. I wish all of us a successful session of the Assemblies.

Thank you Chair.