



Steering Intellectual property into the future

**Lorenza Ferrari Hofer, AIPPI's new president,
on the critical role of IP in a rapidly changing world
and her vision for a collaborative, forward-thinking organization**

by claudia la via

Collaboration, innovation, and legal stability are central to navigating the challenges and opportunities of today's rapidly evolving global IP landscape. This vision drives the International Association for the Protection of Intellectual Property (AIPPI) and its new president, **Lorenza Ferrari Hofer**.

AIPPI is recognized as the world's leading non-profit organization focused on advancing and harmonizing intellectual property (IP) laws globally. It recently welcomed Lorenza Ferrari Hofer, a distinguished partner at Schellenberg Wittmer, as its new president. Elected at the AIPPI World Congress in Hangzhou, China, Ferrari Hofer brings a wealth of experience and of IP knowledge and strategic vision to her two-year term. Under her leadership, AIPPI aims to build on its strong foundation while tackling the field's pressing challenges. In this exclusive interview with MAG, Ferrari Hofer shares her goals, anticipates the hurdles ahead, and reflects on the importance of collaborations in IP law.

When it comes to regulation in IP, it is essential to have a broader, global perspective. What can AIPPI do in this regard?

Regular engagement with legislative authorities has become essential to identify legal and regulatory needs and offer potential solutions. The academic legal work of AIPPI in law harmonization plays a central role, and this must be highlighted. Additionally, we increasingly collaborate with other international organizations to deepen the legal dialogue around intellectual property rights.

What challenges do you anticipate facing, and how do you plan to address them as AIPPI's new president?

The current geopolitical situation poses significant challenges, with political priorities sometimes overshadowing legal stability and harmonization. It's crucial to maintain open discussions on the importance of intellectual property protection for economic growth and social equity, despite these hurdles.



«Switzerland has a high concentration of innovative companies, from startups to international corporations, and benefits from a liberal legal framework that fosters the development of intellectual property»

How do you see AIPPI's role in advancing the global landscape of IP protection?

With nearly 9,000 members in 110 countries, AIPPI has a robust presence in the legal and regulatory landscapes of many nations. This extensive network is a key advantage in disseminating AIPPI's messages and fostering a shared understanding of intellectual property rights and their protection globally.

What are the most pressing challenges for IP protection today, and how can AIPPI help address them?

New technologies and artificial intelligence require a profound shift in our understanding of intellectual property. Machine learning makes it difficult to pinpoint human contributions behind inventions, works, and data, complicating ownership definitions. Future legislative efforts will need to address these issues, and AIPPI can play a role in guiding and informing these legislative changes.

What unique aspects of the Swiss IP landscape stand out to you compared to the broader European and global frameworks, and why is it important to act on a global level?

Switzerland has a high concentration of innovative companies, from startups to international corporations, and benefits from a liberal legal

«I want AIPPI to continue setting a standard for proactive legal dialogue and to be known as a resource that legislative bodies can turn to for informed, actionable insights in IP law»



framework that fosters the development of intellectual property. Strong collaborations between scientific institutions and industry also drive the development and commercialization of innovations. As a nation not part of any specific economic area, Switzerland relies on international agreements and this supports its traditionally global outlook.

How has your experience as a partner at Schellenberg Wittmer influenced your perspective on IP rights and advocacy?

Schellenberg Wittmer holds a prominent position in the Swiss and international legal arenas. As a full-service law firm, we recognize intellectual property rights as valuable assets for every economic player, which has reinforced my commitment to IP advocacy and my belief in its fundamental role in the economy.

What legacy do you hope to leave at AIPPI by the end of your term?

I hope to leave behind a professionally-led association, solidly established on national and regional groups. Ideally, my leadership will reinforce AIPPI's role as a key player in IP

law worldwide, one that consistently fosters international collaboration and remains responsive to new technologies and emerging global challenges. I want AIPPI to continue setting a standard for proactive legal dialogue and to be known as a resource that legislative bodies can turn to for informed, actionable insights in IP law. 

THE ASSOCIATION

Mission, structure and impact

The International Association for the Protection of Intellectual Property (AIPPI) is a politically neutral, non-profit organization established in Switzerland, focused on advancing and harmonizing IP laws worldwide. With nearly 9,000 members in 110 countries, AIPPI's objectives include improving IP protection and addressing emerging issues like AI. AIPPI operates through national groups and annual congresses where members propose and adopt resolutions influencing global IP policies. Key initiatives involve legal studies, advocacy, and fostering collaboration with legislative bodies, ensuring IP laws evolve to meet global and technological demands.

