

## IP Fair 2024 opens its door, bringing together top-tier innovations and new business ideas from intellectual property

*The Ministry of Commerce opens the IP Fair 2024 “The X Power”, a grand event that showcases the best innovations from all over Thailand, connects businesses, and provides practical guidance on intellectual property (IP). The event will take place from 16 to 18 August 2024 at Samyan Mitrtown shopping mall, floor 5 and floor G.*

The IP Fair, organized annually by the Ministry of Commerce’s Department of Intellectual Property (DIP), has been running for years, and aims to raise awareness about IP, bring IP closer to businesses, and celebrate intellectual creations. This year’s event, the IP Fair 2024, has the theme of “The X Power” and is dedicated to showcasing the best of ideas and the power of IP in driving economic growth.

“The IP Fair 2024 brings together innovators, entrepreneurs, and industry leaders from all over the country and features an array of seminars, exhibits, shows, and even a dessert tasting experience. The Ministry of Commerce places a strong emphasis on empowering Thai entrepreneurs, especially SMEs, to innovate, and the IP Fair 2024 is a platform designed to offer opportunities, inspiration, and economic prosperity for our entrepreneurs through IP, as well as to forge and strengthen an IP partnership network to drive the country’s economic growth,” said Mr. Vuttikrai Leewiraphan, Permanent Secretary of the Ministry of Commerce, who presided over the opening ceremony on 16 August 2024.

The fair is organized into multiple-themed zones, each offering a unique experience for attendees:

(1) **XPerience**: This will host a series of seminars and discussions led by renowned experts in their fields.

(2) **Xciting**: This vibrant area will bring creativity to the center stage and celebrate creative talents. This zone will offer live mini concerts from well-known performers.

(3) **Xtravagantza**: Dedicated to the IP showcase, this zone will feature the latest innovations from industry leaders, artwork pieces, and art toys from renowned artists in Thailand.

(4) **Xcellent**: This zone will host an award-giving ceremony recognizing the achievements of Thai entrepreneurs who successfully utilize IP.

(5) **Xpert**: This zone will offer IP consultation and guidance on IP to attendees.

(6) **Xotic**: This zone will consist of two areas, the **GI Soft & Sweet**, which will give attendees a chance to try desserts created by using 21 products registered as geographical indications (GIs) from all over Thailand as ingredients; and the **IP X Local Market**, where attendees can shop for local products.

“The Ministry of Commerce invites everyone to join us at the IP Fair 2024 from 16 to 18 August 2024 at Samyan Mitrtown. We would also like to thank our partners in both the public and private sectors for their invaluable support. We trust that this event will inspire, connect, and highlight the significance of IP across all industries,” said Mr. Vuttikrai.

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