

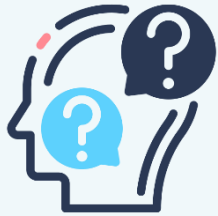
STRATEGIC PLAN

2023 - 2026

[Strategic Plan INPI 2023-2026](#)

INPI INSTITUTO
NACIONAL DA
PROPRIEDADE
INDUSTRIAL

STRATEGIC REFLECTION



WHICH **INPI** DOES BRAZIL NEED?

INPI IN NUMBERS – 2022 AND 2023



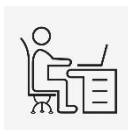
REVENUE (R\$ MILLIONS): 664,5 → 756,5
(2022) (2023)



STAFF (Nº): 927 → 923
(2022) (2023)



DEMAND (IP REQUESTS): 438.006 → 442.681
(2022) (2023)



PRODUCTION (DECISIONS): 345.076 → 409.440
(2022) (2023)

MORE DEMAND, LESS RESOURCES



2018/2023

REVENUE  **66%**

BUDGET  **13%**

(DISCRETIONARY EXPENSE)



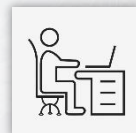
2018/2023

STAFF  **13%**



2018/2023

DEMAND  **83%**



2018/2023

PRODUCTION  **7%**



PRODUCTIVITY 

CHALLENGE

PRODUCTIVITY



QUALITY



SCALE



STRATEGIC PLAN IN NUMBERS

- **9 OBJECTIVES**
- **47 TARGETS**
- **71 PROJECTS**

INPI STRATEGIC MAP 2023-2026

MISSION

DRIVING INNOVATION THROUGH INDUSTRIAL PROPERTY.

VISION

CONSOLIDATE ITS STATUS AS A WORLD-CLASS INDUSTRIAL PROPERTY OFFICE.

IMPACTS ON SOCIETY

CONTRIBUTION TO THE GLOBAL GOALS OF THE NATIONAL INDUSTRIAL PROPERTY STRATEGY (ENPI) FOR 2030



1. The direct contribution of intellectual property-intensive productive sectors to Brazil's GDP should exceed 30%.



2. The percentage of innovative companies that use some method of protection for innovation should reach 80%.



3. Brazil should be among the 10 nations with the highest number of applications filed for protection of IP rights.

INSTITUTIONAL RESULTS

1



Optimize quality and agility for granting and registering industrial property rights, achieving performance standards that are international benchmarks.

2



Promote the culture and strategic use of industrial property for enhancing competitiveness an innovation, for the development of Brazil.

3



Consolidate the inclusion of Brazil as a protagonist in the international industrial property system.

4



Highlight knowledge and acknowledgment of the value of the BPTO to society.

ORGANIZATIONAL SUPPORT AND MANAGEMENT

5



Deepen digital transformations while striving to upgrade its performance and the services it renders to users.

6



Ensure sustainable financing for the modernization and expansion of service delivery capacity.

7



Ensure the restructuring and retention of its workforce, scaled to meet rising demands while upholding outstanding performance for services rendered.

8



Provide logistics support and thrifty, efficient and sustainable infrastructure.

9



Upgrade governance and management practices, while strengthening institutional relationships.

VALUES

Excellence

Focus on Users

Public Vocation

Appreciation of People

Innovative Spirit

Cooperation

VISION AND MISSION



VISION

INPI on **WORLD CLASS**



MISSION

Promoting **INNOVATION** through
Industrial Property

HIGH IMPACT TARGETS 2026



DECISION OF PATENTS IN 2 YEARS* (FROM FILING DATE**)



DECISION OF TRADEMARKS IN 1 MONTH*
(WITHOUT OPPOSITION)

[2023 Action Plan Monitoring Center](#)

[2024 Action Plan Monitoring Center - January](#)

*GOAL CONDITIONED TO THE REVISION OF THE INDUSTRIAL PROPERTY LAW

**FROM THE DATE OF FILING OF NOTIFIED PROTOCOL ON INPI



OPTIMIZATION OF PI EXAM

**MODERNIZACIONAL OF THE
LEGAL FRAMEWORK***

**SIMPLIFICATION AND
SPEEDING OF PROCESS**
(1st and 2nd Instance)

**PATENT PROSECUTION
HIGHWAY (PPH)**

AUTOMATION AND AI

QUALITY MANAGEMENT

*FOCUSED ON SPEEDING OF IP REQUESTS EXAMINATION



DISSEMINATION OF STRATEGIC USE OF IP

FINANCING INNOVATION IN IP

PROMOTION OF EXPORTS IN IP

GREEN ECONOMY IN IP

MPEs IN IP

IP IN THE EDUCATIONAL SYSTEM

COMBATING COUNTERFEITURE

EDUCATION AND RESEARCH IN IP AND INNOVATION

INTELLIGENCE IN IP

TRANSFER OF TECHNOLOGY

[National Directory for Combating Trademark Forgery](#)

[INPI Academy](#)

[Technological Radar](#)

[PI in Schools Program](#)



INTEGRATION TO THE INTERNATIONAL IP SYSTEM

HAGUE AGREEMENT

**REGIONAL
COOPERATION**

**COOPERATION WITH
LUSOPHONE COUNTRIES**

LISBON AGREEMENT

**COOPERATION WITH WORLD
CLASS OFFICES**

PPH GLOBAL



GOVERNANCE AND MANAGEMENT

**TECHNOLOGICAL
MODERNIZATION**

**RECOMPOSITION OF
THE WORKFORCE**

**FINANCIAL
SUSTAINABILITY**

PRICE POLICY

**SUSTAINABLE
LOGISTICS**

**RESTRUCTURING
OF IP CAREER**

**CULTURE AND
ORGANIZATIONAL
CLIMATE**

**INSTITUTIONAL
COMMUNICATION**

MODEL OF MANAGEMENT EXCELLENCE (MEG/FNQ®)

CRITICAL SUCCESS FACTORS



SUSTAINABLE FINANCING



**MODERNIZATION OF THE LEGAL
FRAMEWORK***



RECOMPOSITION OF THE WORKFORCE

*FOCUSED ON SIMPLIFICATION AND SPEED-UP OF IP REQUESTS EXAMINATION

An aerial view of Rio de Janeiro, Brazil, featuring the bay and the mountains. The image is overlaid with a digital network of white lines and nodes, along with binary code (0s and 1s) and various data visualization elements like a world map and a checklist. A thick white horizontal line is positioned below the 'THANK YOU' text.

THANK YOU