



Strategic Plan - Executive Summary

BOIP 2030: a new strategic horizon

The Benelux Office for Intellectual Property (BOIP) is proud to present its Strategic Plan 'BOIP 2030': a roadmap to deliver high-quality intellectual property (IP) services, put IP on the map and support businesses in the Benelux, together with our network, and further strengthen BOIP as a responsible and engaged organisation. Built on insights from stakeholders within and outside of the IP ecosystem, this plan lays out a clear vision for the future, underpinned by agility and collaboration.

At the heart of our strategy lies the commitment to making IP an indispensable tool for businesses. Through high-quality services and strong partnerships, we aim to empower entrepreneurs to turn their ideas into value, driving economic growth and innovation.

Our Vision and Core

BOIP envisions a future where IP is seamlessly integrated into business, empowering entrepreneurs to harness its potential. With a focus on high quality services, and strong partnerships, we seek to make IP a driver of business growth and innovation across the Benelux.

- **Our Vision**
Intellectual property is an integral part of every business plan in the Benelux.
- **Our Core**
By delivering the highest service quality and fostering strong partnerships, we enable businesses to turn their ideas into value.

Strategic Themes and Goals

BOIP 2030 is built around three interconnected themes, each supported by clear strategic goals (SGs) to drive BOIP's mission:

Theme 1: BOIP Delivers

We provide high-quality and human-centric services

BOIP ensures the highest quality of services by fostering:

- **SG1: Accessibility of information and services**
We aim to further simplify our IP services, ensuring they are efficient, user-friendly, and available to all.
- **SG2: Quality of administrative and legal output**
We focus on delivering consistent, reliable outcomes for our customers, and continuously evaluate and improve our processes and content to meet user expectations.
- **SG3: Customer-centric service design**
We prioritise user satisfaction by streamlining processes and integrating customer feedback, to ensure our services align with the diverse needs of users.





Theme 2: BOIP Connects

We put IP on the map with our network

BOIP strengthens IP awareness and relevance, in particular trademarks and designs, through:

- **SG4: Enhancing the understanding of our environment**
We leverage data and identify trends, in support of the continuous improvement of our services and integration of IP into the business world.
- **SG5: Strengthening the IP network**
Close collaboration with other IP authorities and partner organisations ensures coordinated actions and consistent messaging, fostering a robust IP ecosystem.
- **SG6: Facilitating integration of IP into business**
We build compelling narratives and partnerships to position IP as an essential tool for businesses.

Theme 3: BOIP Commits

We build a responsible and engaged organisation together

BOIP commits to building a sustainable, inclusive, and engaged organisation.

- **SG7: A sustainable organisation**
We align our operations with financial discipline and environmental responsibility.
- **SG8: An inspiring employer**
By fostering diversity, equity and inclusion (DEI) and professional growth, we aim to further inspire and empower our skilled staff.
- **SG9: A societal contributor**
Through education and community engagement, we leverage our expertise to serve the public good.

Implementation

BOIP 2030 is designed for adaptability and continuous improvement. Starting in 2025, BOIP will implement its strategic goals through a pragmatic framework, combining continuous monitoring of our progress with frequent evaluations and allowing for interim adjustments.

A call to action

BOIP warmly invites IP authorities, political stakeholders and partner organisations to join us in realising our vision. Together, we can elevate the role of IP in the Benelux economy, foster innovation, and create lasting value for businesses and society in the Benelux.

You can read all about our Strategic Plan and our results on the BOIP website: www.boip.int.

