Publication profile

The ICC Intellectual Property Roadmap, Current and emerging issues for business and policymakers is ICC's flagship IP publication providing businesses and policymakers with a comprehensive and concise overview of key intellectual property policy issues today. www.iccwbo.org/policy/ip/id2950/index.html

This popular ICC report – containing contributions from experts from around the globe – is widely read by business, policy and legal professionals worldwide, both within and outside ICC's international membership.

Published every two years, the IP Roadmap is translated into Arabic, Chinese, French, German, Portuguese, Russian, Spanish, Turkish, Ukrainian and other languages. The 11th edition was launched in January 2012 and is available in hard copy and on the ICC website.

Sponsorship opportunities are available for companies with global reach, law firms with international presence, and international organizations, to associate themselves with this important policy tool and to make their name and expertise known to the wide international readership of the publication.

Global reach

- **Publication launch** The 2012 edition of the IP Roadmap was launched at the high-profile Licensing Executives Society International (LESI) Global Technology Impact Forum (GTIF 2012) in Geneva, Switzerland in January 2012.
- **ICC website** The IP Roadmap was featured on the ICC website, which is subject to 450,000 page views per month, and had four million page views in 2010. www.iccwbo.org
- **Distribution to business and policymakers** The IP Roadmap is sent to:
  - International organizations and policymakers worldwide: United Nations, World Intellectual Property Organization, World Trade Organization
  - ICC worldwide business membership:
    - Thousands of companies across business and professional sectors in over 120 countries
    - ICC national committees in over 90 countries

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International Chamber of Commerce
The world business organization

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Global reach (continued from overleaf)

- **Dissemination at international events**
  (2010 edition)

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