

INNOVATION & IP SKILLS INSIGHTS

INCREASE IN RELEVANCE OF IP-RELATED SKILLS IN OUR INNOVATION-DRIVEN ECONOMY

INTELLECTUAL PROPERTY (IP) AND INTANGIBLE ASSETS (IA)* ARE THE ENGINES OF AN INCREASINGLY INNOVATION-DRIVEN GLOBAL ECONOMY.

*Intangible Assets (IA) include goodwill, patents, trade marks, copyrights etc.

Top growing companies invested

2.6x more

in intangibles

Investing in intangibles correlates with **positive enterprise performance, including higher productivity and growth.**

Source: McKinsey Global Institute



of market value of S&P 500 companies is in their intangible assets - a historic high, amounting to **over US\$21 trillion in value in 2020.**

Source: Ocean Tomo



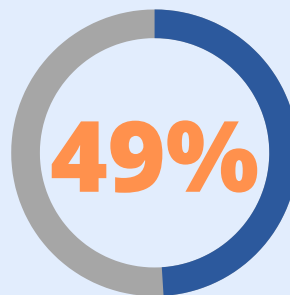
Capital deepening in IA was a major contributor to Singapore's labour productivity growth, accounting for one-third labour productivity gains (3% per annum) from 2009-2019.

Source: Ministry of Trade and Industry [Featured Article](#)

AS COMPANIES INNOVATE AND MOVE UP THE VALUE CHAIN, IP-RELATED SKILLS ARE INCREASINGLY RELEVANT TO HELP MAXIMISE ENTERPRISE GROWTH.



2 in 5 companies stated that **potential candidates with IP-related skills have a greater chance in recruitment.**



of enterprises felt that business development could be improved if employees had IP-related skills.

Source: Singapore IP Survey 2021

Please refer to the Skills Framework for IP ([here](#)) for more information on IP-related skills.

Top 3 industries hiring employees with IP-related skills in general roles



Information & Communication Technology

Companies under Information & Communication Technology sector include IBM, NCS Group, Singtel, etc.



Banking and Financial Services

Companies under Banking and Finance sector include DBS Bank, OCBC Bank, RHB Bank, WISE, etc.



Internet

Companies under Internet sector include Grab, Lazada, TikTok, Shopee, Amazon, Meta etc.

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IP-RELATED SKILLS ARE RECOGNISED ACROSS BUSINESS FUNCTIONS COMMON TO ALL ESTABLISHED BUSINESSES.

Top 3 business functions with IP-related skills



Production and Operations

- Quantity Surveyor
- Contract Manager
- Operations Manager



Sales & Marketing

- Business Development Manager
- Sales Manager
- Marketing Manager



Research & Development

- Project Manager
- Programme Manager
- Project Engineer

Examples of job roles

IP-related skills

- Contract Management

- Brand Management
- Social Media Content Creation and Management

- Intellectual Property Management
- Contract Management
- Technology Incubation

Source: Jobs-skills insights from SkillsFuture Singapore using data from Singapore Skills Taxonomy and LinkedIn Talent Insights



“Increasing the level of awareness of IP in our employees enable small companies like us to respond more quickly to business needs with a lean and strategic team.”

Dr. Lim Jing, CTO, Osteopore International Pte Ltd

Osteopore is a global leader in regenerative solutions. Its bioresorbable implant is the first of its kind to be successfully developed and commercialised for surgical use. Osteopore’s products are trusted and used by surgeons across international markets. Osteopore’s cutting-edge technology is protected by an IP portfolio, and the company has built in-house IP capabilities over time to ensure its IP strategy supports business growth.

Founded in 2012, Lazada Group is the leading eCommerce platform in Southeast Asia. With the largest logistics and payments networks in the region, Lazada is a part of consumers’ daily lives in the region and aims to serve 300 million shoppers by 2030. Since 2016, Lazada is the Southeast Asia flagship platform of the Alibaba Group. Intangible assets, including IP, is at the core of Lazada’s innovative technology infrastructure. Lazada recognises that innovation and IP skills are critical for its employees and has taken active steps to build these skills in-house.

“The eCommerce industry is highly competitive and there the race to scale and gain market share is intense. Against this backdrop, an eCommerce company’s IA/IP assets play a very vital role in its success.”

Joyce Ang, Senior Vice President - Intellectual Property Protection (IPP), Lazada

