



ISO 56005
Implementation Cases

**Part
4**

4 Yili case from SAC

Implementation Organization Profile

- ▶ **Name:** Yili Group
- ▶ **Website:** <https://www.yili.com/en/>
- ▶ **Country:** China
- ▶ **Size:** Large enterprise (global top-tier dairy company)
- ▶ **Industry/Sector:** Food & Beverage (Dairy products)

Related Standard

- ▶ ISO 56005

How Standard Supports

- ▶ ISO 56005 provides a structured framework to align IP management to Innovation management so as to enlarge innovation value. An set of innovation and intellectual property management capability appraisal indicators is developed based on ISO 56005 and used for assessment.

Implementation Type & Benefit:

- ▶ **Type:** Implementation & Appraisal
- ▶ **Goal:** Establish a systematic management framework by implementing innovation management series international standards.
- ▶ **Outcome 1:** Management system: from "Fragmented" to "Systematic"
– Yili establish a comprehensive innovation management and intellectual property management system.

4 Yili case from SAC

- ▶ **Outcome 2:** IP leverage and value creation:
 - Yili empower technological breakthroughs and improve the quality and effectiveness of intellectual property significantly by implementing ISO 56005.
- ▶ **Outcome 3:** Strategic and financial value
 - Yili industrialize and commercialize its High-Value patents to generate financial value, achieved a pivotal shift from "production and operations" to "technology export", enhancing international competitiveness and influence.



ISO/TC 279
Innovation management

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Yili ISO 56005 Implementation Case Study

Presenter: TC 554/SC 2
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ISO/TC 279/AG 1



Context-Background



Yili ranks among the Global Dairy **Top 5** and has sustained an undisputable position of **No. 1** in Asia for twelve successive years.

In August 2025, Yili **topped** the “2025 Top 10 Most Valuable Global Dairy Brands” list released by the international brand valuation firm Brand Finance for the sixth consecutive year.

- Industry's first** in China:
- One-stop intellectual property service platform in China
 - Patent White Paper
 - Intellectual Property Operations and Development Forum

Dairy 10 2025

Monetary values shown in United States Dollar

Rank 2025	Rank 2024	Logo	Name	Country	Brand Value 2025
1	1		Yili		\$11,221M
2	2		FrieslandCampina		\$10,100M
3	3		Nestle		\$9,800M
4	4		Danone		\$9,500M
5	5		Milkmaid		\$9,200M

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Context-Challenges



Strategic Imperative

- Principle: Without innovation, there is no future.
- Vision: Become the world's most trusted provider of health foods.



Empower technological innovation by implementing innovation management standards.

Management Requirements

Although intellectual property strategy and business strategy, as well as innovation strategy, are already integrated, they have not yet achieved value-driven outcomes.



A systematic management framework must be established through innovation management series international standards.

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Solution



WHAT

Implementing IMSPP ISO 56005-based Innovation and Intellectual Property Management Capability Appraisal Project

HOW

Capability Assessment

 System improvement and Pilot running

 Formal Appraisal

WHO

Appraisal Party:
China top IP certification body in china.

Project Committee:
Led by Group Leadership

Implementation Team:
Heads of Relevant Departments from Six Major Business Divisions, Intellectual Property Specialists, and Key R&D Personnel



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Impact & Value



1. Management System: from “Fragmented” to “Systematic”

Deeply integrated intellectual property management throughout the entire process—from idea generation, project initiation, and technological R&D to the commercialization of outcomes—to establish a comprehensive innovation management and intellectual property management system.



2. Realize Value by High value Patents Commercialization

Industrialization and commercialization High-Value Patents to generate financial value, achieved a pivotal shift from “production and operations” to “technology export,” enhancing international competitiveness.



3. Innovation-Driven Development as a Core Strategy

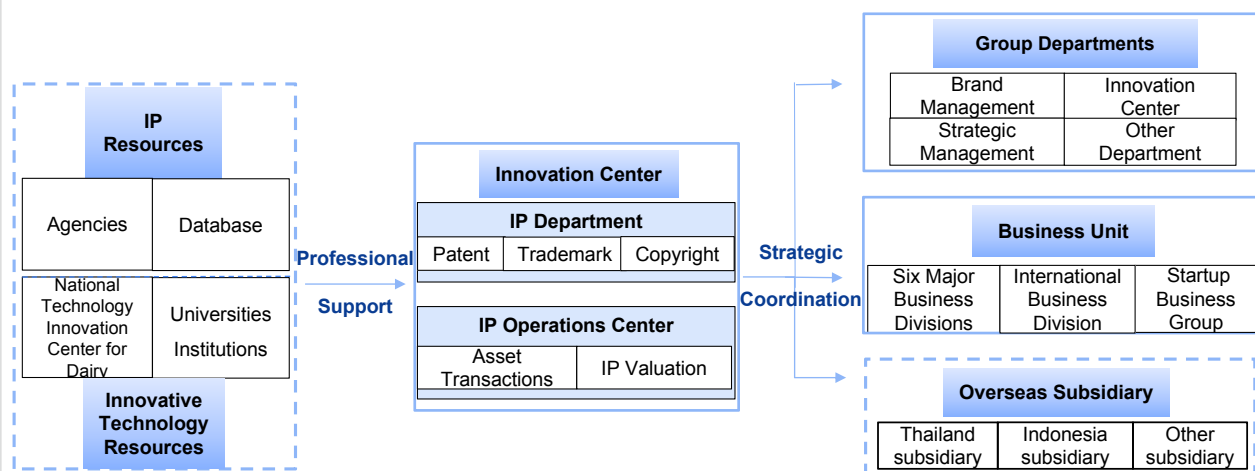
Empower technological breakthroughs and improve the quality and effectiveness of intellectual property significantly. Leverage patent protection for large models to establish core technological patent barriers, resolve critical bottlenecks issues.

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Outcomes

Integrated & Scientific Intellectual Property Management System



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Learnings



Yili Group's exemplary practices vividly demonstrate how the **ISO 56005 standard** powerfully propels enterprises to systematically enhance innovation effectiveness and realize intellectual property value. It serves not only as a "certificate of health" for corporate innovation management but also as a "competitive edge" in global markets.

IMSP ISO 56005-based Innovation and Intellectual Property Management Capability Appraisal Program provides a clear pathway for Chinese enterprises to benchmark against international standards, assess their own capabilities, and pursue continuous improvement.



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