

WIPO NATIONAL AWARD FOR ENTERPRISES, 2025



Elvir Čaušević, Gorenje gospodinjiski aparati, d. o. o., mag. Karin Žvokelj, director of Slovenian Intellectual Property Office, dr. Tomaž Bregar, Gorenje gospodinjiski aparati, d. o. o.

Photo: Marjan Verč, Jožef Stefan Institute, 2025



Nina Meglič, ReCatalyst, d. o. o., mag. Karin Žvokelj, director of Slovenian Intellectual Property Office, Aleksandra Logar, ReCatalyst, d. o. o.

Photo: Marjan Verč, Jožef Stefan Institute, 2025

Justification: The WIPO national award for enterprises 2025 award goes to Gorenje gospodinjski aparati d.o.o. for their outstanding intellectual property portfolio and their long-standing commitment to integrating innovation into both corporate strategy and everyday operations.

The company has successfully institutionalized innovation through a robust internal regulatory framework which ensures that employee creativity is nurtured, protected, and rewarded. With a tradition of patenting dating back to the 1970s, Gorenje has developed a comprehensive system for managing intellectual property rights, fostering transparency in idea submission, and applying rigorous evaluation mechanisms.

Equally important, Gorenje's reward system not only incentivizes employees through financial and non-financial recognition but also guarantees fairness in collaborative projects, including those involving external partners. This approach strengthens cross-boundary innovation and reflects the company's openness to knowledge exchange.

Through continuous cooperation with Slovenian and international universities, Gorenje has positioned itself as a bridge between academic research and

industrial application, contributing to both the national and European innovation ecosystems. Its role as the central holder of industrial property rights within the Hisense Europe Group further reinforces its strategic importance as a hub of technological advancement.

In recognition of this holistic and dynamic innovation system – one that empowers employees, advances science and technology, and creates significant economic and social value – we are proud to present the WIPO 2025 award to Gorenje gospodinjski aparati d.o.o.

Justification: The WIPO national award for enterprises 2025 goes to ReCatalyst, d.o.o. for their pioneering work in the field of advanced catalyst materials and their exemplary use of the intellectual property system to drive commercialization and competitiveness in international markets.

ReCatalyst has demonstrated how a young, research-intensive enterprise can strategically leverage IP to achieve rapid market entry and growth. Through the successful out-licensing of two major patent families from the National Institute of Chemistry the company has built a strong foundation for product development and industrial collaboration. These patents are already granted in most major jurisdictions, ensuring robust global protection.

Building on this foundation, ReCatalyst launched its GEN2 catalysts in 2022, now tested by more than 20 customers worldwide. The company further advanced its innovation pipeline with the GEN3 catalysts, launched in 2024, supported by a newly filed European patent application and a PCT application. In addition to patents, ReCatalyst safeguards critical know-how and process-related trade secrets, underscoring a sophisticated approach to IP management.

Equally commendable is ReCatalyst's promotion of IP awareness both internally and externally. The company integrates IP into investor pitches, marketing campaigns, and staff training, while also providing financial incentives for employee innovation through internal rules on employment-related inventions. This comprehensive approach highlights how IP can serve not only as a defensive tool but also as a proactive driver of growth, reputation, and strategic positioning.

In recognition of their strong and forward-looking IP portfolio, their commitment to translating research into market-ready solutions, and their active promotion of the IP system as a cornerstone of innovation culture, we are proud to present the WIPO 2025 award to ReCatalyst, d.o.o.