

China IPR SME Helpdesk

Free business tools to manage your Intellectual Property Rights in China

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Welcome to the China IPR SME Helpdesk's quarterly newsletter. Click on the topics below to jump to news about our free services and resources which can support your business in China, including our new **IPR Serious Game!** This Newsletter also includes a useful article on '**IPR Protection in China for SMEs in the Automotive Industry**'. The article gives a concise overview of the elements of IPR most relevant to SMEs involved in this industry; be it in components, servicing, or industrial design. Find it below!

Article



IPR Protection in China for SMEs in the Automotive Industry

The automotive industry in China has seen rapid expansion over the last decade; the automotive parts market alone was worth RMB 1.5 trillion (€179 billion) in 2010 and the increasing volume of vehicle sales in the country predicts that the trend is set to continue. There are clear opportunities for European businesses to profit from this booming market but precautionary steps must be taken to meet the challenges that China poses.

When it comes to Intellectual Property (IP) protection, international small to medium-sized businesses that invest in the local automotive industry should be aware of the IP risks that they run when operating in China, and the main tools at their disposal to protect against those risks. [[Continue reading](#)]

The China IPR SME Helpdesk Serious Game



The Helpdesk is delighted to announce that the Serious Game was officially launched in Beijing on 22 May and is available to play on the website [here](#).

When playing the serious game you will be guided through common business scenarios linked to IP challenges, which provides an immersive context for situational learning. This new business tool will allow you to increase your knowledge and awareness about managing intellectual property when entering the Chinese market.

PLAY the Serious Game and WIN prizes



The Serious Game online competition started on **26 May 2014**. Start a business, find partners, protect your IP and make profits. Enter the competition and **win a free hour of legal consultations with an IP specialist law firm**. Play now, you **only have until 15 June** to join the competition!

Don't forget to leave your e-mail address so that we can notify you if you are the winner.

Ask our experts a question



If you have an enquiry regarding protecting your IP in China you can either e-mail us at question@china-iprhelpdesk.eu or you can use the form on our [website](#) and click 'submit'. Your enquiry is treated with the strictest confidence and will be answered within three working days.

Want to protect your business in China?

Email us your questions now!

Call our hotline: +86 (10) 8527 6922

Submit your questions [online!](#)



Join our free training events and webinars



The China IPR SME Helpdesk will be hosting many free events for European businesses in Europe and China in the coming weeks. In China this will include a Chinese-language seminar on IPR, a briefing for Polish SMEs, a seminar on protecting online businesses, and a free launch event for the [Helpdesk online game](#). While in Europe an expert will present on technology transfer at a business conference in Barcelona, the Helpdesk will contribute to an IP enforcement workshop in Alicante, a train-the-trainer session for intermediaries will be held in Cardiff, and the Helpdesk team leader will present to SMEs at a Prague business forum.

Don't forget to register to the next webinar of the Helpdesk 'DIY series', during which you will learn how to record trade mark with Customs in China.

Upcoming events:

10 June 2014, Beijing, China: [Enforcing your Intellectual Property Rights in China](#)

16 June 2014, Chengdu, China: [Briefing to Polish SME Manufacturers](#)

19 June 2014, Barcelona, Spain: [Kim Conference Presentation](#)

24 June 2014, Nanjing, China: [Online Business for SMEs in China](#)

25 June 2014, Nanjing, China: [Closing the Door for Product Pirates](#)

26 June 2014, Shanghai, China: [IPR Serious Game Shanghai Launch Party](#)

26-27 June 2014, Alicante, Spain: [Innovaccess and IPorta 5th Thematic Workshop on IP Enforcement](#)

27 June 2014, Cardiff, UK: [Train-the-Trainer session at the EEN UK Annual Conference](#)

30 June 2014, Prague, Czech Republic: [SME Business Forum](#)

Upcoming webinar:

11 June 2014, Online: [How to Record Trade Marks with Customs in China](#)

Subscribe to our blog: Your IP Insider



Visit Your IP Insider for enlightening (and entertaining!) blogs on how IPR affects your business in China and in Southeast Asia. Read our latest posts on protecting product and packaging design in China, the characteristics of the Chinese gaming industry, the common misassumptions of SMEs entering China, and an introduction to the IPR Serious Game.

Your IP Insider posts are contributed by individual businesses, IP experts and the Helpdesk team; if you want to become a contributor, contact us on john.marrett@china-iprhelpdesk.eu

Your IP Insider posts:

[We're not always so serious about intellectual property.... Introducing the Serious Game](#)

[We don't need an IPR strategy for China...](#)

[Appearances do matter!](#)

[Get Your Game On in China](#)

[The 10th International Network for Small and Medium Enterprises \(INSME\) Annual Meeting](#)

Coming soon to the China IPR SME Helpdesk



The Helpdesk has expanded its coverage to include the entire Great China area. In addition to the Hong Kong and Macao guides, IP Factsheets on Taiwan and Mainland China will be released during the summer, and additional webinars will soon be scheduled.

Download our recently released IP Factsheets from the Helpdesk online portal.

[IP Factsheet: Hong Kong](#) and [IP Factsheet: Macao](#)

Our recent webinar on '[Introduction to IPR Protection in Hong Kong](#)' is already available to download as a video or PDF.

Browse all our recent webinars, with downloadable videos and PDFs, on our Past Webinar page [here](#).

New E-learning modules will be released in the coming weeks, topics will include 'Using IP as a Business Asset' and 'Enforcement of IPR in China'.

For a list of all E-Learning Modules visit our ELM page on our website [here](#).

From other Helpdesks



The **ASEAN IPR SME Helpdesk** provides free, essential South-East Asia intellectual property services and resources for European businesses.

Browse our website: www.asean-iprhelpdesk.eu

Sign up for our upcoming webinars here:

[How to Protect Your Trade Secrets While Doing Business in Southeast Asia](#)

[Using Intellectual Property as a Business Asset in Southeast Asia for EU SMEs](#)

You can visit the website here: www.asean-iprhelpdesk.eu and submit your Southeast Asia IP questions to question@asean-iprhelpdesk.eu; by telephone on +6221 571 1810, or in person in Jakarta.

Get the ASEAN IPR SME Helpdesk webinar recordings describing the IPR landscape in Malaysia, Myanmar, the Philippines, Vietnam, Singapore, Thailand and Indonesia which provide strategies for avoiding potential pitfalls when conducting business with/in those countries.

The **MERCOSUR IPR SME Helpdesk** has been launched, providing intellectual property services and resources for European SMEs doing business in Latin American markets. In the coming months it will be expanding its activities, hosting events and webinars, and publishing guides focusing on a range of topics. You can visit the website here: www.mercosur-iprhelpdesk.eu.

Browse our website: www.mercosur-iprhelpdesk.eu

Sign up for our first webinar here:
[Key aspects of IP rights in Argentina and Paraguay](#)

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For more information on IPR in China please contact us:

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Project implemented by:

