Welcome to the China IPR SME Helpdesk’s newsletter update. Click on the topics below to jump to news about our free resources and services that can help your business in the region. This Newsletter also includes the new IP Factsheet on Hong Kong, as the Helpdesk has now expanded its coverage to include the Greater China region. The Factsheet gives an overview of protection and enforcement options in Hong Kong, with guidance on all major IP types, including patents, trade marks, copyright, registered designs, and trade secrets. It also provides useful registration cost information and contact details. Find it below!

**Article**

**IP Factsheet: Hong Kong**

As a Special Administrative Region of the People's Republic of China, Hong Kong has a high degree of autonomy and will retain its own legal system until 2047. Under the basic law, for intellectual property purposes, Hong Kong remains as a separate jurisdiction from the rest of China. Hong Kong’s legal system and IP laws are separate and significantly different to those of Mainland China. Therefore IPR registered or protected in Hong Kong will not automatically extend to Mainland China and vice versa. [Continue reading]

**Ask our experts a QUESTION**

If you have an enquiry regarding protecting your IP in Greater 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. The Helpdesk now excepts enquiries relating to Mainland China, Hong Kong, Macao, and Taiwan too!

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**

The China IPR SME Helpdesk will be hosting many free events for European businesses in Europe and China in the coming 2 months. In China this will include two seminars in two major second-tier cities for European businesses on protecting IP and a presentation and consultation session for a high-level European delegation. While in Europe a workshop will be held in Prague focusing on complex technology protection and transfer, a German language seminar will take place in Austria on protecting innovations in China and wider Asia, and the Helpdesk will be presenting and consulting during two dates on a European road show on the fashion industry in China.

15 October 2014, **Prague, Czech Republic**: IPR Landscape in China – Focus on Patents and Technology Transfer
21 October 2014, **Chengdu, China**: Mission for Growth to China
22 October 2014, **Chengdu, China**: Protecting Innovations and Sustainable Development: IPR in China
23 October 2014, **Chongqing, China**: Protecting Innovations and Sustainable Development: IPR in China
28 October 2014, **Innsbruck, Austria**: How to Protect your Business and Innovations in Asia
6 November 2014, **Cologne, Germany**: Enter the Chinese Market: the Fashion Industry
11 November 2014, **Milan, Italy**: Enter the Chinese Market: the Fashion Industry
The Helpdesk has a comprehensive library of guides covering specific IP types, business processes, industries, and IPR procedural ‘how to’ guides. It now also offers factsheets covering the separate territories of Greater China: Mainland China, Hong Kong, Macau, with an additional Factsheet for Taiwan coming soon.

**IP Factsheets for:**
- New: Mainland China
- New: Hong Kong
- New: Macao

To see our complete library of guides and factsheets visit our publications webpage.

**Tune in to our webinars**

Recordings of our latest webinars are available, recent topics have included:

- Up-to-date business-focused advice on the new Trademark Law in China.
- The protection and applicability of design patents.
- Advice for SMEs in the pharmaceuticals and medical device industry.
- A step-by-step guide on how to record trade marks with customs.

More webinars will be scheduled soon, check our events calendar for further details.

Webinar **Recording:** Changes in Trade Mark Protection Legislation in China – Its Impact on EU SMEs

Webinar **Recording:** Differences between IP Protection in China vs. Europe

Webinar **Recording:** Obtaining and Enforcing Design Patents in China

Webinar **Recording:** IPR Protection for EU SMEs in the Healthcare Industry in China

Webinar **Recording:** Overview of the IPR Landscape for EU SMEs in Macao

Webinar **Recording:** How to Record Trade Marks with Customs in China

**Check out our latest FAQs and case studies**

Visit the Helpdesk website for a full list of answers to Frequently Asked Questions (FAQs) received by the ASEAN IPR SME Helpdesk from European SMEs.

While on the website you can also access our expanding collection of case studies to read about the experiences of real businesses from various industries entering the ASEAN region.

Click here to see our FAQs page.

To see all our case studies click here and navigate the topics on the right.

**Subscribe to our blog: Your IP Insider**

The Your IP Insider blog continues to roll out up-to-date and entertaining IP-related business news and features on the latest developments in China and Southeast Asia. Our latest posts on China include a case study of a Dutch chemicals producer and their China entry strategy, news of new patent procedures for UK businesses, the rise of the Chinese counterfeit wine industry, and another case study of a pollution mask company and their experiences of e-commerce in China.

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

**Your IP Insider posts:**

- SME in the Spotlight: Vogmask
- Recommended reading: EU-China Collaboration – Sustaining Technology and Research
- Something to wine about....
- Patent applications in China streamlined for UK businesses
- SME in the spotlight: Wuvio
- Let the Games Begin... It’s official: the Serious Game has been launched!
From other Helpdesks

The ASEAN IPR SME Helpdesk provides free, essential South-East Asia intellectual property services and resources for Copean businesses. You can visit the website here: www.asean-iprhelpdesk.eu and submit your South East Asia IP questions to question@asean-iprhelpdesk.eu; by telephone on +6221 571 1810, or in person in Jakarta.

The MERCOSUR IPR SME Helpdesk provides IP-related services and resources for European SMEs doing business in Latin American markets. It now offers a selection of guides covering separate Latin American countries and hosts regular events and webinars on a range of topics. You can visit the website here: www.mercosur-iprhelpdesk.eu.

Sign up for our upcoming webinars here:
1-3 October 2014, Naples, Italy: 2014 SME Assembly - “Growth Through Enterprise: Exploiting the Opportunities Ahead”
8 October 2014, Webinar: How to protect your IP at Trade Fairs in Southeast Asia
10 October 2014, Webinar: Intellectual Property Rights in ASEAN

For more information on IPR in China please contact us:
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Telephone: +86 (10) 8527 6922
Email: question@china-iprhelpdesk.eu
Online: www.china-iprhelpdesk.eu
Blog: www.youripinsider.eu

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