International IPR SME Helpdesks Stakeholders’ Meeting

Brussels
31 January 2018
• Overview of the Helpdesks
  Mandate
• Core Services
• Linking the International Helpdesks
• Expanding Services
• Dissemination & Networking
• Partner With Us
  Strengthening Your Business Abroad
• Q&A
Overview of the Helpdesks - Mandate

**EU SMEs and Intermediary bodies**
- Being relevant to the EU Economy
- Protecting innovation
- Global competitiveness

**Chinese, Latin American & South East Asian Markets**
- Opportunities
- Challenges
- Partnerships
- Helpdesk concept

**IP Protection**
- Business-focused advice
- IP Solutions for business
- Risk management

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Core Services

- Enquiry Helpline
- Training Workshops
- Webinars
- Website & Blog
- Guides & Factsheets
Linking the International Helpdesks

- IPR Hub
- Publications
- Webinars
- Events
- Best Practices
Linking the International Helpdesks

The IPR SME Helpdesk supports European Union (EU) small and medium sized enterprises (SMEs) to both protect and enforce their Intellectual Property (IP) rights in or relating to China, Latin America, Southeast Asia through the provision of free information and services. These take the form of jargon-free, first-line, confidential advice on intellectual property and related issues, plus training, materials and online resources.

Click on the regions above to learn all about IP or ask as a question.

Events calendar

- **Indonesia and the Philippines**
  - Business Seminar: Opportunities for Tue, 2018-01-23 08:45
  - Due Diligence of IPR in M&A Transactions in South-East Asia Thu, 2018-01-25 10:00
  - Intellectual Property Rights Enforcement in the e-Commerce Sector in Thu, 2018-01-31 10:00
  - International IPR SME Helpdesk Stakeholder Meeting Wed, 2018-02-07 00:00
  - Annual International IPR SME Helpdesk Stakeholder Meeting 2018 Thu, 2018-03-01 09:00
  - Annual International IPR SME Helpdesk Stakeholder Meeting 2018 Thu, 2018-03-01 09:00
  - Asia Pacific Maritime trade fair 2018 Wed, 2018-03-14 09:00
  - IDEM Singapore 2017 Fri, 2018-04-13 10:00
Expanding Services

• New E-Learning Modules
• E-Book
• New Industry Specific Guides
• Updated Guides
• New Joint Trade Fair Guide
• Tear-Out Supplement
• Case Studies
• Infographics
• Videos
Dissemination & Networking

SMEs/Startups

- Incubators
- Multipliers
- Professional Associations
- Clusters
- MS Representations

B2B

- IPR TRAINING
- Cooperation with national IPO’s
- Collaboration with national IPO’s
- Trade Fair
- Cooperation with EU funded Initiatives

- Networking Events

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Partner With Us

International IPR HDs ➞ An integral part to SMEs’ internationalisation

IPR preparedness is crucial to successfully enter new markets

Effective IPR access and use promote a company’s growth and ensure its competitiveness

Collaboration with other EU-funded instruments has proven complementarity and relevance of IPR Services.

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## Partner With Us

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Thank you for your attention