



International IP Helpdesks

ACE conference

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The International IP Helpdesks

How can the IP Helpdesks help business support organizations and SMEs to upgrade their IP skills?

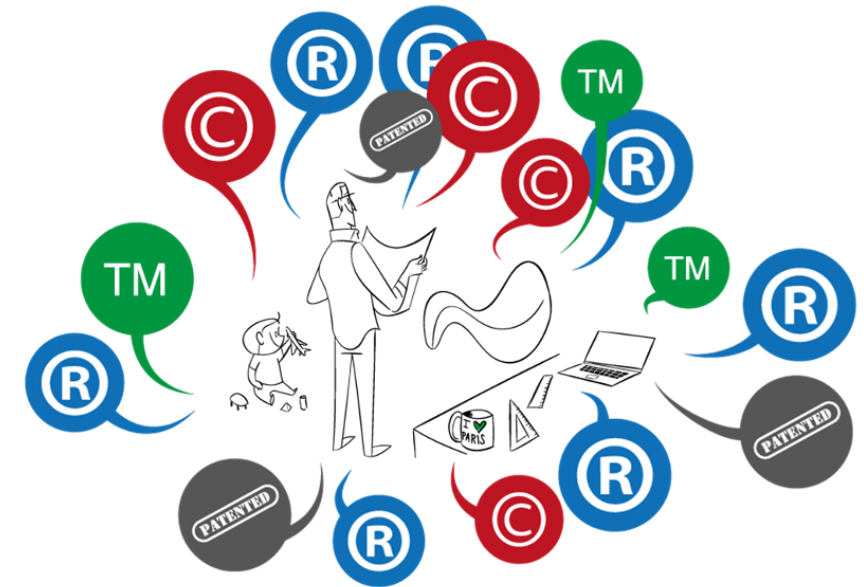
INTERNATIONAL
IP SME HELPDESKS



AFRICA IP SME HELPDESK CHINA IP SME HELPDESK INDIA IP SME HELPDESK LATIN AMERICA IP SME HELPDESK SOUTH-EAST ASIA IP SME HELPDESK

Why Intellectual Property matters?

- IP is a key **business assets**!
- Attract new **investments**
- **Freedom** to operate in the new countries
- To strengthen EU **competitiveness**
- To ensure long-term **impact**
- Increase the willingness to enter into **collaboration**
- For an increased translation of IP into the EU **innovation** ecosystem!



Geographical coverage of the International IP SME Helpdesks

- **China:** Mainland China, Macao, Hong Kong, Taiwan
- **South-east Asia:** Vietnam, Thailand, Indonesia, Singapore, Philippines, Malaysia, Cambodia, Lao, Myanmar, Brunei
- **Latin America:** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela
- **India**
- **Africa**
- **Europe**



Beneficiaries

SMEs from European and SMP associated countries:

- Established in the regions of interest
- Potentially interested in going international and doing business in these markets
- Working with entities in the regions



Philosophy

- Provide practical **IP capacity building** and IP-asset management
- **Solution-oriented** & hands-on
- Large pool of **IP experts** in various thematic fields and countries
- Target-group **specific services**



Our services

Helpline

1-on-1 consultations

Training & Events

Publications

Website



Helpline

- **Free of charge first-line IP support**
- Confidential, personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- In: English, Spanish, French, German and Portuguese



Scope of the Helpline service

- First-line IP, **personalised** IP support
- **Hands-on**, easy-to-understand approach
- IP information and **general support**: scope of protection of IPR, protection routes, good practices in IPR management.
- Keep in mind that the Helpline cannot provide legal opinions or legally binding advice.

Examples:

- Advice on **patentability** of an invention needs to be referred to a patent attorney
- Representation services in case of **infringement/enforcement** can only be provided by a lawyer
- Legal consultations as to the '**best strategy**' for your company or the 'most-suitable' or 'cheapest' route of protection / action constitute legal opinions and should be entrusted to law firms.

Trainings

- Online and usually also on-site
- Focus: **practical** aspects of **IP** use and management
- **Enabling**: helping our target audiences build their own capacities
- **Involving**: collaboration with external experts and stakeholders



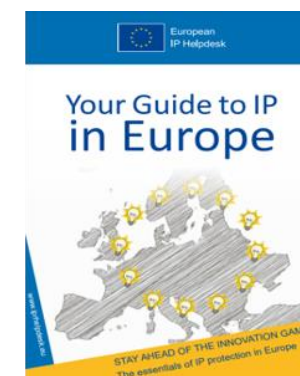
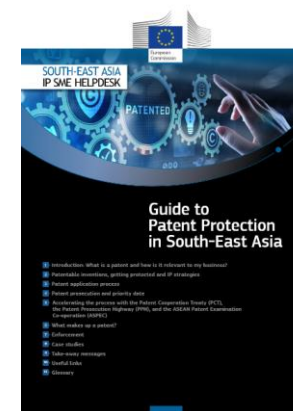
Stakeholders' collaboration

- Fostering **synergies** with organisations involved in IP, innovation and internationalisation
- Liaising with **business & EU funding support organisations**, research stakeholders and EU SME support initiatives to define joint actions via various channels



Online resources

- Self-learning materials
- Guides / Topic, country, sector-specific factsheets / Infographics
- Case studies



Website & social media

www.ec.europa.eu/ip-helpdesk



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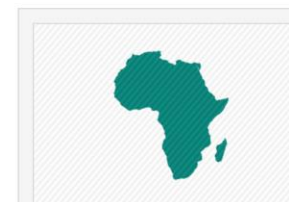
India



Latin America



South-East Asia



Africa

#IPHelpdesk #KnowBeforeYouGo

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Thank you!

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European Commission

