

Presentation of the Africa IP SME Helpdesk : supporting the internationalisation of SMEs to South Africa

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Why should you protect your ideas?



Current patent filing trends indicate that the technology in the field of concentrated solar energy generation is maturing

The concentrated solar market is expected to grow rapidly over the next years

A company established a niche in the market and filed a patent in South Africa

This strategy provided the company with the necessary space to operate while building its projects in South Africa

Conclusion: successful market players should tailor their IP portfolios and business strategies to the markets

Why intellectual property?



International IP SME Helpdesks

INTELLECTUAL PROPERTY ADVICE FOR YOUR BUSINESS

Latin America IP SME Helpdesk

European IP Helpdesk

Africa IP SME Helpdesk

India IP SME helpdesk

China IP SME Helpdesk

South-East Asia IP SME Helpdesk

Six EU-funded helpdesks offer free resources to your small or medium-sized business to help you manage your intellectual property.

Africa IP SME Helpdesk

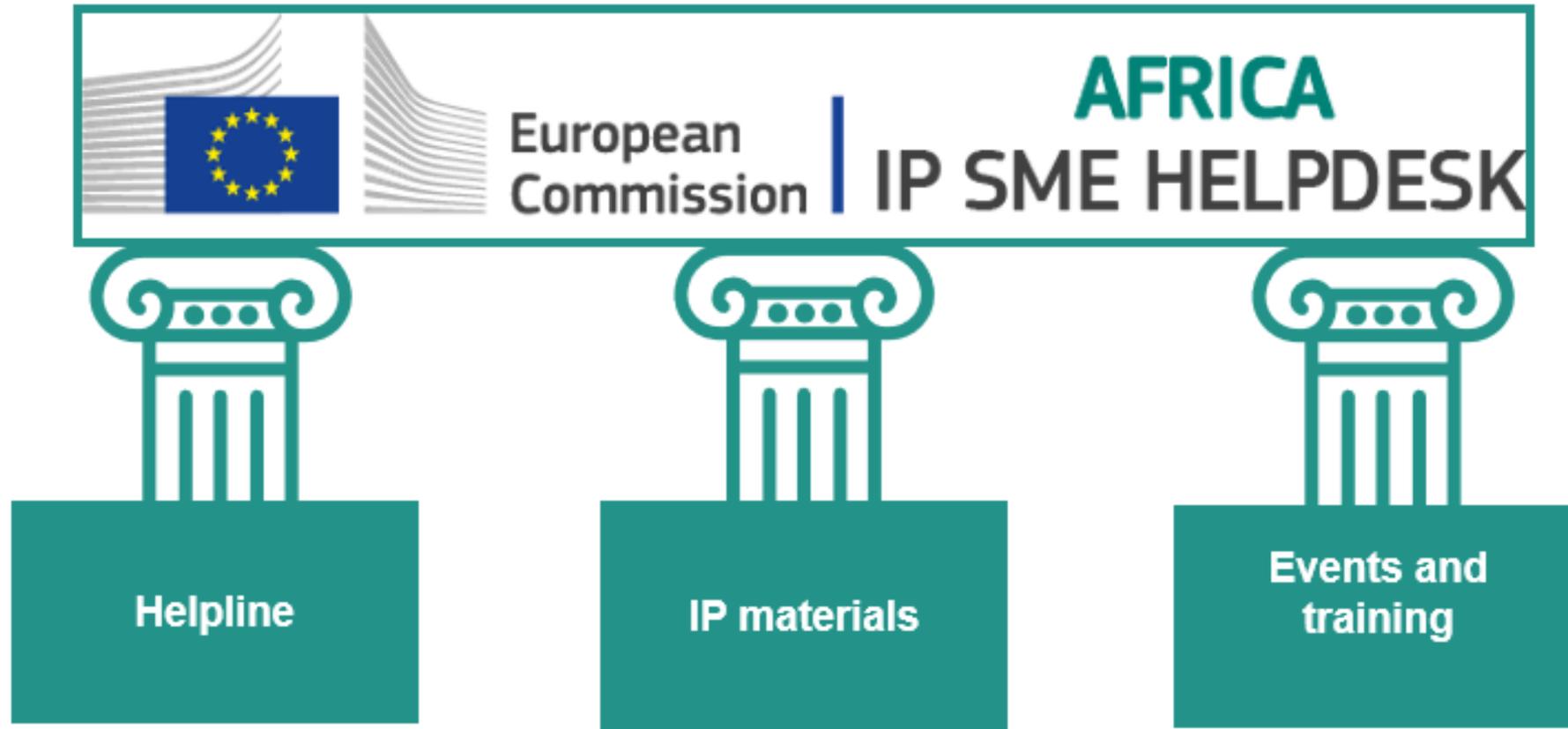
An EU funded project implemented by the EUIPO



Under the scope of the Project AfrIPI: a cooperation program focusing on IP and innovation in Africa



Africa IP SME Helpdesk's services



Helpline

Free of charge first-line IP support

Confidential, personal and “to the point”

Scope of protection, protection routes, good practices

Answer within 3 working days

Email, phone and web

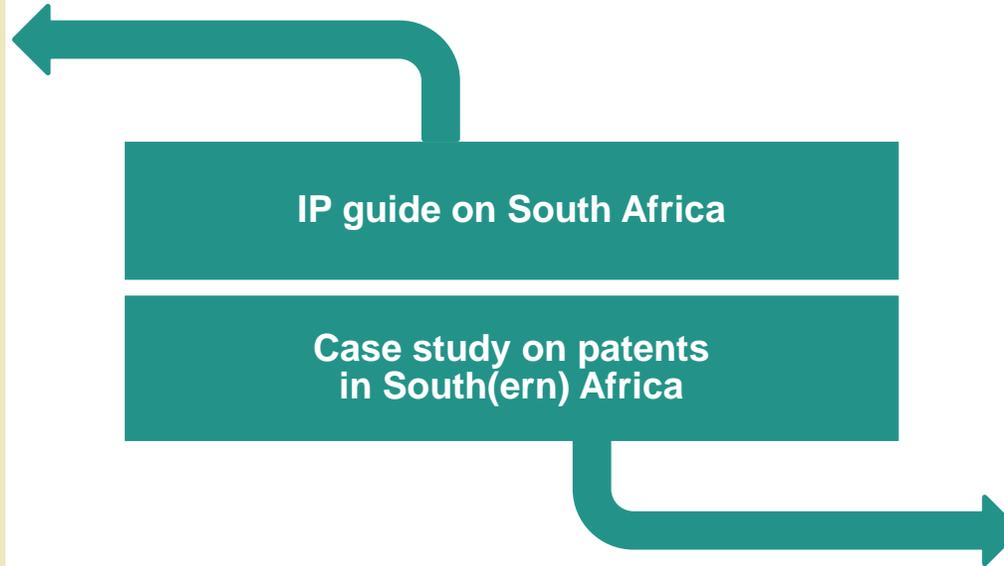
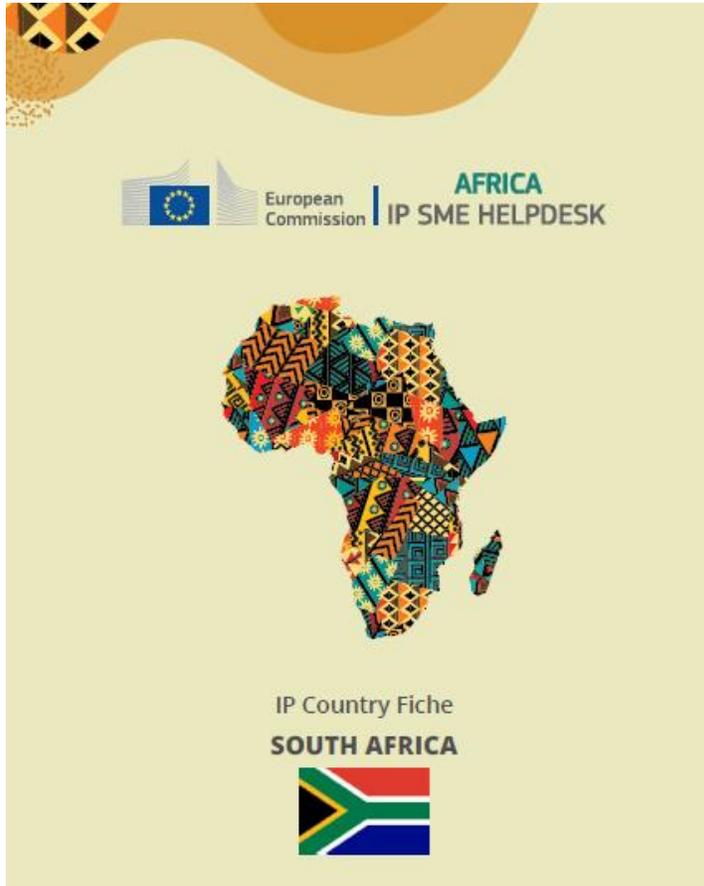


Online resources

- Country & sector factsheets
- IP Guides
- Case studies
- Infographics



Specific publications on South Africa



Training courses and events



Online and on-site

Connecting SMEs with each other and with multipliers

Capacity building

Participation in matchmaking events

Collaboration with local experts and stakeholders

On countries' IP landscapes, regional IP systems, industries, key amendments

Relevant webinars

16 May - **past**

[Practical intellectual property support programme for SMMEs](#)

9 October

[The impact of commercialisation strategies and benefits for SMEs](#)

30 October

[The enforceability of trade marks in Africa](#)

27 November

Counterfeit goods and e-commerce sites in Nigeria and South Africa

Contact

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Twitter <https://twitter.com/AfricaIPR>

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Thank you