



Webinar on market access information for the EU-Singapore Matchmaking Event

Introduction to the SEA IP SME Helpdesk

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1 October 2024

**SOUTH-EAST ASIA
IP SME HELPDESK**



SOUTH-EAST ASIA IP SME HELPDESK

FREE South-East Asia (SEA) Intellectual Property (IP) advice for European SMEs

Know before you go

- > free first-line confidential advice on IP:
expert@sea-iphelpdesk.eu
- > awareness-raising about IP matters in SEA affecting European SMEs
- > help to European SMEs to make informed IP decisions

Available to SMEs in the EU and Single Market Programme countries, the Helpdesk cooperates with European SME networks, chamber of commerce and industry associations to offer its services free of charge.

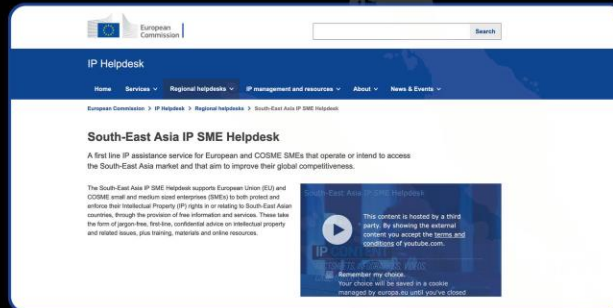
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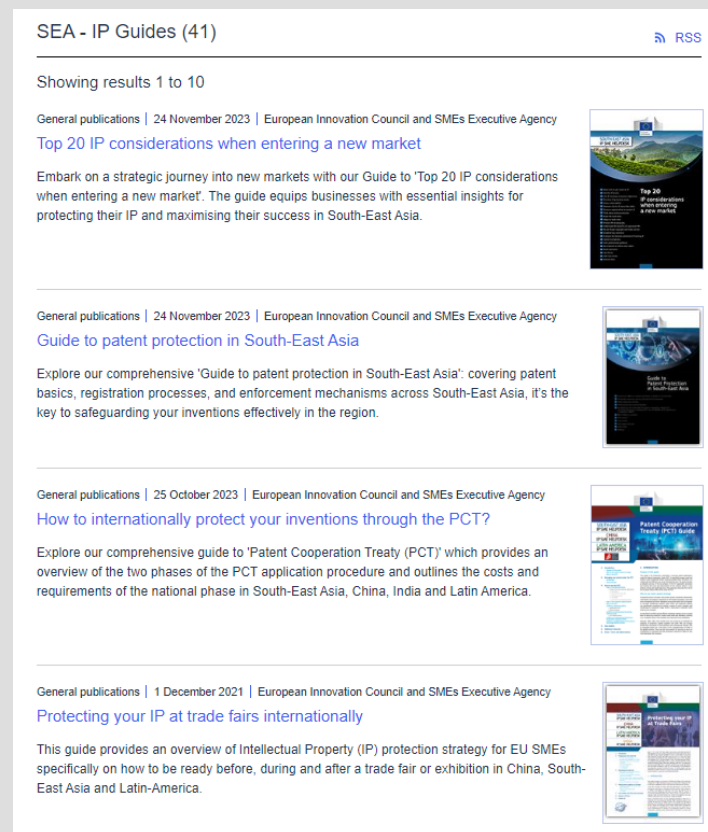


European
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Check-out the publications' Library!



10 IP Country Factsheets



IP Guides

Free of charge to **ALL OUR** beneficiaries

ONSITE / VIRTUALLY / HYBRID

Companies

**European SMEs & start-ups, European Entrepreneurs
(SEA or Europe based)**

- **Type of services** = trainings, webinars, dissemination of materials, consultations on the spot / online, helpline.
 - How to build an **IP strategy** when entering or planning to enter a new market?
 - How **IP registration system** in SEA works? Official fees, registration timeline, filing requirements, etc.
 - **IP enforcement avenues**: Where? How? Relevant contacts ?
 - **Network of local IP experts**

Multipliers

Clusters, EC initiatives, Trade Agencies; Chambers of Commerce, Professional Associations, Innovation Agencies, Research Centers & Science Parks, etc.

- **Type of services** = co-organizing events, customized trainings, addressing IP questions of stakeholders/members.
- **How to involve us?**
 - **Pre-departure meeting/briefing** before or during Trade Missions
 - **1-to-1 confidential consultations** after seminars with an IP expert
 - **On the spot advice** during trade fairs at your national pavilion
 - **Business seminar for EU SMEs** (tailor made and in several languages)

What is IP?

Intellectual Property (IP) refers to the creations of the mind

(works of art, inventions, trademarks, designs, computer programs, etc.)

IP is a complex and wide topic...

- 1 IP law or several IP laws (per IPR type)
- national/regional law & practice
- additional layer with international treaties

• **Industrial Property** (Patents, TMs, IDs and GIs)

• **Copyright & related rights** (literary works, films, music, artistic works, software and data banks)

Why IP is important?

- ❖ **{Security}** - preventing competitors from using your intangible assets and avoiding to infringe third parties' rights
- ❖ **{Competitive advantage}** - fostering innovation & dissemination of technical information (patent literature) & new markets (JV, local partnerships)
- ❖ **{Income generation}** - enabling indirect revenues (IP commercialisation)
- ❖ **{Raising capital}** - collateral to obtain financing (investors and IP valuation)

- ❖ [Global Innovation Index 2024](#) (WIPO)
- ❖ [Report on IPRs in Third Countries 2023](#) (the EC)
- ❖ [IP SME Scoreboard 2022](#) (the EUIPO)

Let's stay connected



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