



# Services of South-East Asia IP SME Helpdesk

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**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](mailto: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 SMP\* countries, the Helpdesk cooperates with European SME networks, chamber of commerce and industry associations to offer its services free of charge.

\* The Single Market Programme countries are currently all EU member states plus Norway, Iceland, Lichtenstein, Turkey, Ukraine, Macedonia and Montenegro.

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[www.sea-iphelpdesk.eu](http://www.sea-iphelpdesk.eu)

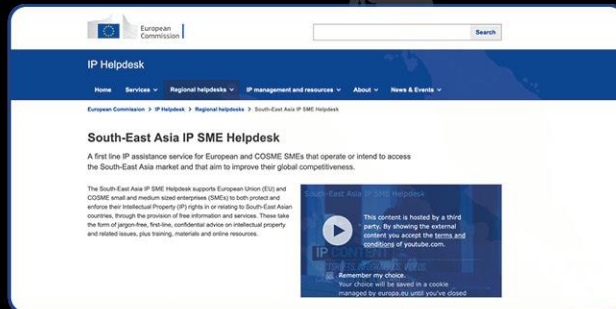
# SOUTH-EAST ASIA IP SME HELPDESK

# SNAPSHOT: Helpdesk Free Services

## Enquiry Helpline



## Website & Newsletter



## Training Workshops & Live Webinars



## IP business tools



## Publications





# Free of charge to ALL OUR beneficiaries

## ONSITE / VIRTUALLY / HYBRID

### Companies

**EU&SMP SMEs & start-ups, European Entrepreneurs (ASEAN or Europe based)**

- **Type of services** = trainings, webinars, dissemination of materials, consultations on the spot / online, helpline service.
  - How to build an **IP strategy** when entering or planning to enter a new market?
  - How **IP registration system** in SEA works? Official fees, timeline, national IP offices
  - **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.
- **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** about key updates re IP system in VN or other countries *e.g. How to protect your innovation in SG? How to register your TM in multiple countries of SEA?*

# Send us your IP questions



**Get Expert IP Advice With Our Helpline Service**

Connect with our IP Business Advisor for customised solutions in #SEA!

SOUTH-EAST ASIA IP SME HELPDESK

[expert@sea-iphelpdesk.eu](mailto:expert@sea-iphelpdesk.eu)

# Subscribe to our newsletter



**NEWS UPDATE**

Check out additional IP developments from South-East Asia!

SOUTH-EAST ASIA IP SME HELPDESK

<https://ec.europa.eu/newsroom/seaipr/user-subscriptions/1547/create>

Contact us for any IP matters:  
[expert@sea-iphelpdesk.eu](mailto:expert@sea-iphelpdesk.eu)



**Thank you for your attention**

# Questions?

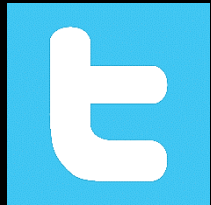
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# PRACCSIS



Sociedade Portuguesa de Inovação



**EUROCHAM**  
European Chamber of Commerce in Vietnam