

# Introduction to the services of the International IPR SME Helpdesks

Brussels

21 February 2018

CHINA IPR   
SME HELPDESK

LATIN AMERICA   
IPR SME HELPDESK

SOUTH-EAST ASIA   
IPR SME HELPDESK

# Agenda

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- Why Intellectual Property Rights IPR?
- Core Services
- Linking the International Helpdesks
- Expanding Services
- Dissemination & Networking
- Partner With Us
- Strengthening Your Business Abroad
- Q&A



# Why IPR?

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- It is your main business asset!
- Strengthen competitiveness
- Attract investors

# Core Services

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**Enquiry Helpline**



**Training Workshops**



**Webinars**



**Website & Blog**



**Guides & Factsheets**



 **IPR SME HELPDESK**  
Free business tools to manage your Intellectual Property Rights

Search

 **China**  
IPR SME Helpdesk

 **Latin America**  
IPR SME Helpdesk

 **South-East Asia**  
IPR SME Helpdesk




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.

#### Services



**Diagnostic Toolkit**  
select your region(s) of interest



All regions

#### Events calendar

- SEA** Indonesia and the Philippines Business Seminar: Opportunities for Tue, 2018-01-23 08:45
- SEA** Due Diligence of IPR in M&A Transactions in South-East Asia Tue, 2018-01-23 10:00
- SEA** Intellectual Property Rights Protection in the Logistics Sector in Tue, 2018-01-30 10:00
- LA** International IPR SME Helpdesk Stakeholders Meeting Wed, 2018-01-31 00:00
- SEA** Annual International IPR SME Helndecke Stakeholder Meeting 2018 Wed, 2018-01-31 09:00
- China** Annual International IPR SME Helndecke Stakeholder Meeting 2018 Wed, 2018-01-31 09:00
- SEA** Asia Pacific Maritime trade fair 2018 Wed, 2018-03-14 09:00
- SEA** IDEM Singapore 2017 Fri, 2018-04-13 10:00

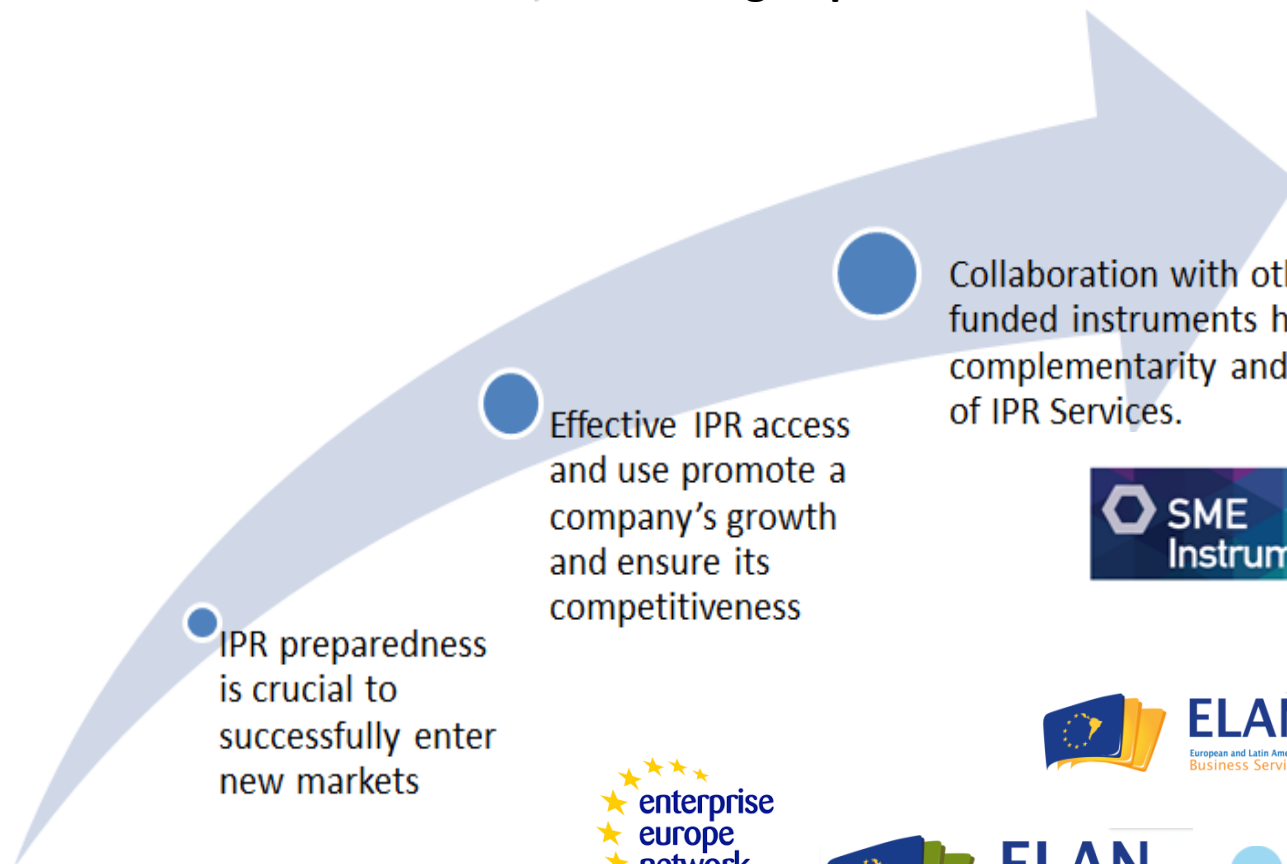


# Partner With Us

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.



CHINA IPR SME HELPDESK

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# Partner With Us

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# Thank you for your attention

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