



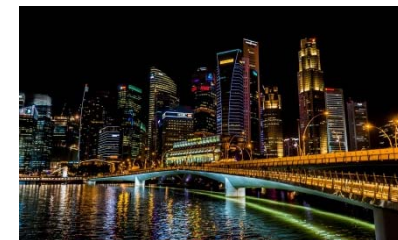
The services of the International IP SME Helpdesks

Zagreb, 19th February 2020

*Intellectual Property for the European Union
in a world of challenges*

Content

- *Main IP challenges for EU SMEs*
- *Core Services*
- *Expanding Services*
- *Regional highlights*



Main IP challenges for EU SMEs

- Lack of IP awareness
- Lack of awareness of EU IP instruments available
- Lack of IP management on a daily basis



Why IPR?

- *Maximize the value of SMEs' intellectual property assets and improve their global **competitiveness**.*
- *Support in the **initial contacts** with local law enforcement agencies in the target countries.*
- *Help SMEs to **overcome** the existing **barriers**:*
 - **changing and complex regulatory frameworks**
 - **local idiosyncrasies and lack of market information**
 - **problems related with SMEs IPR protection and enforcement**

Core Services – What we offer

Helpline



Training



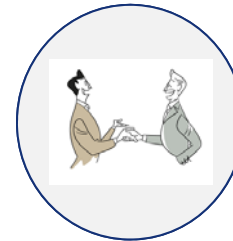
Webinars



IP Content



Matchmaking support



www.ipr-hub.eu

IPR SME HELPDESK

Free business tools to manage your Intellectual Property Rights



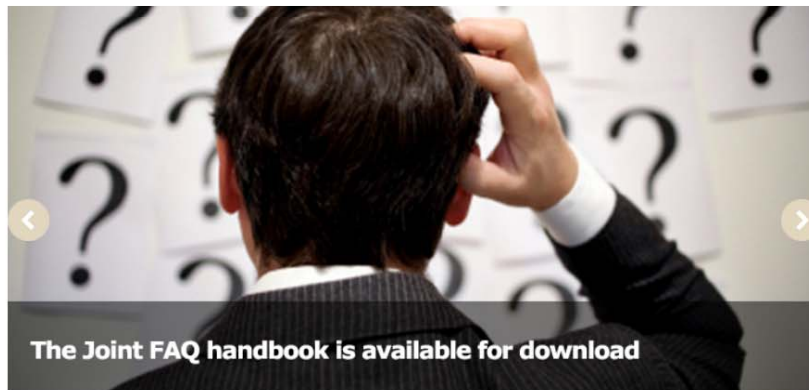
China
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Latin America
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South-East Asia
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The Joint FAQ handbook is available for download

Diagnostic Toolkit
select your region(s) of interest



All regions

Events calendar

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Expanding Services

- *Diagnostic Toolkit*
- *Cost Tool*



Latin America IP SME Helpdesk



Geographical coverage



Argentina, Bolivia, **Brazil**, **Chile**, Colombia, Costa Rica, Ecuador, El Salvador, Guatemala, Honduras, **Mexico**, Nicaragua, Panama, Paraguay, Peru, Uruguay, Venezuela.



South-east Asia IP SME Helpdesk



Geographical coverage



ASEAN Countries: **Thailand, Vietnam, Indonesia, Singapore**, Laos, Cambodia, Myanmar, Malaysia, Philippines and Brunei

China IP SME Helpdesk



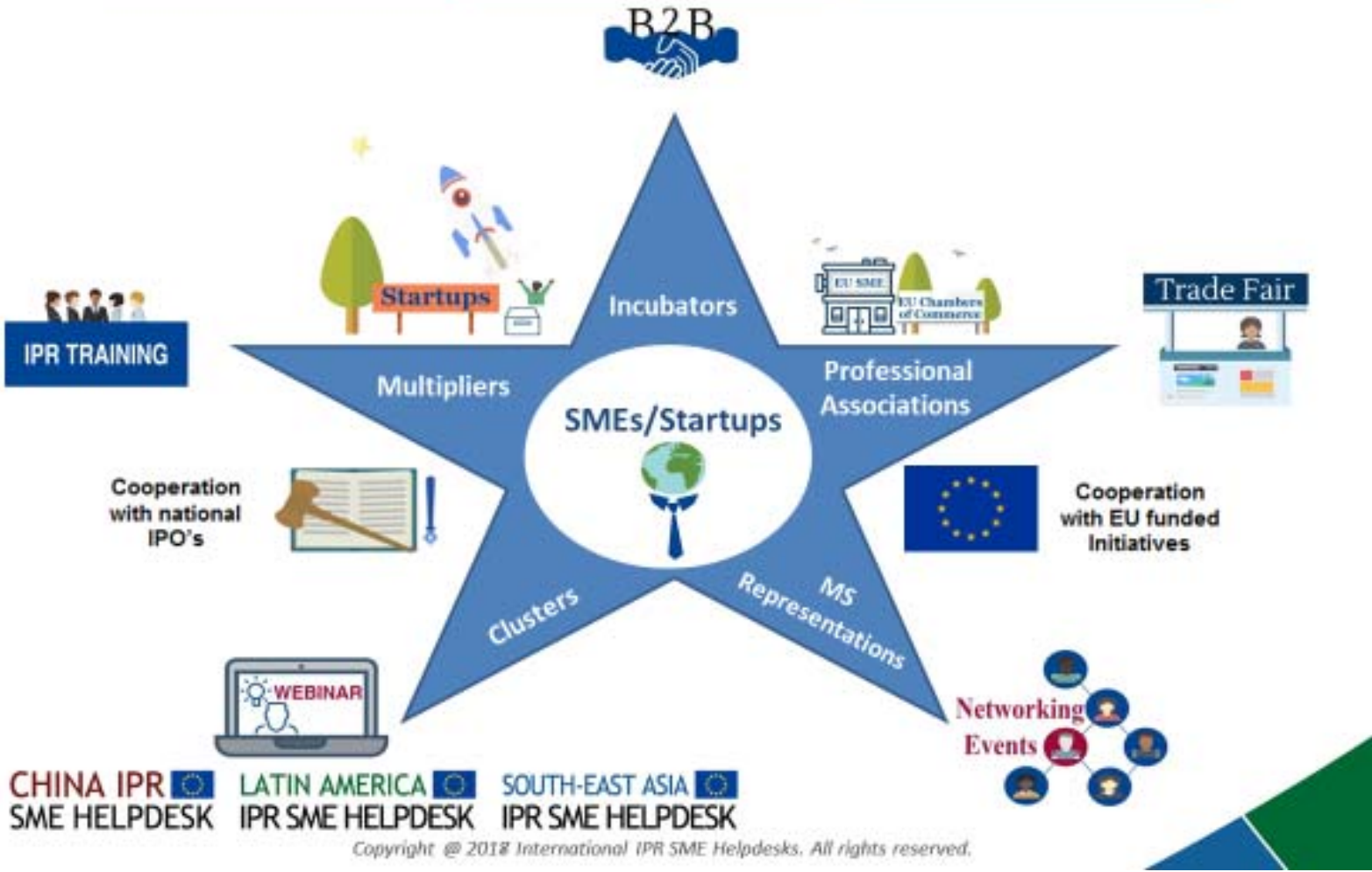
Geographical coverage



Mainland China, Macao, Hong Kong, Taiwan



Dissemination & Networking



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Partner With Us!

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.



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