Introduction to the South-East Asia IPR SME Helpdesk services

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Co-funded by:
Overview of the IPR Helpdesk

Project Duration: Phase II: 2015- June 2018
Contracting Authority: EASME
Implementing Consortium: DEVELOPMENT Solutions, EuroCham Vietnam, Thai European Business Association, European Business Network
Primary Beneficiaries: European SMEs that export, source, invest or manufacture in ASEAN countries, or plan to and intermediaries
Secondary Beneficiaries: Local SMEs, larger European companies
Geographical Scope: 10 ASEAN Countries
Policy Background: Part of overall Intellectual Property support Contribute to innovation and SME policy

620 million people

One of the fastest growing economies in the world
Why creating IPR SME Helpdesks?

- **EU**: SMEs amount to **23 Million** representing the **99%** of European businesses and account for **about 70%** of Jobs
- The **Small Business Act (SBA)** is an overarching framework for the EU policy on SMEs
- Main **priorities** of the SBA:
  - Promoting entrepreneurship
  - Less regulatory burden
  - Access to finance
  - Access to markets and **internationalisation**

There are 4 IPR Helpdesks:
Snapshot: Helpdesk Free Services

- Enquiry Helpline
- E-learning & Business Tools
- Website & Blog
- IP Guides & Newsletters
- Training Workshops & Live Webinars
Priorities and Outlook in 2017/2018

- Strengthen cooperation with local IPOs and enforcement bodies in ASEAN to develop practical tools for businesses

  • Ready to use IP tools:
    - IP searches, Online applications, Improvements on application process (Guide on ASPEC patent filing, library of Country IP Factsheets with updates on each ASEAN country)
    - Support initiatives of partners and stakeholders to raise IP awareness in the region as well as anti-counterfeit campaigns
Priorities and Outlook in 2017/2018

Industry-specific information packages to approach SMEs

Country and Industry Specific Webinar Series

Assisting SMEs at Trade Fairs

Industry Specific Guides (covering areas such as the manufacturing, ICT, Clean Technology Industry)
Overview of IP enquiries 1/2

Chart 1: Enquiry breakdown according to type of IP rights

- Copyright: 7%
- Designs: 5%
- Others: 2%
- Invention: 8%
- Trade marks: 27%
- IP strategy when entering new markets: 51%

Chart 2: Enquiry breakdown according to countries of interest in SEA

- TH: 10%
- ID: 13%
- MY: 6%
- SG: 25%
- SEA: 8%
- VN: 35%
- Others: 3%

Chart 3: Enquiry breakdown on Prevention vs. Enforcement

- P: 97%
- E: 3%
Overview of IP enquiries 2/2

Figure 1: Top five Member States
- Italy 20%
- Netherlands 14%
- UK 10%
- Germany 9%
- France 8%

Figure 2: Top five Industries
- Manufacture of machinery and equipment n.e.c, 14%
- Computer programming, consultancy and related activities, 10%
- Manufacture of food products, 9%
- Architectural & engineering activities; technical testing and analysis, 8%
- Manufacture of furniture, 7%
1. Collect **information** on the market of your interest including **laws AND local practice** (use the **free of charge services of the IPR Helpdesk**)

2. **Prevention** and **IP registrations in advance** are key to combat IP theft

3. **Long-term IP strategy** is required as “quick fix” ex post would only bring scarce results and can end in large economic loss or exit from the market

4. Add **layered IP protection** to ideas, products, marks, packaging

5. Sign **written contracts** and insert **IP clauses** in contracts: contractual protection is stronger than only IP protection
Key-Recommendations 2/2

6. Refrain from using just templates of contracts and consult with local experts
7. Make a due diligence on partners
8. Be on alert and proactive in monitoring online infringements
9. Plan a budget for enforcement actions
10. Consider IP as an asset to the company: not only as cost for registrations BUT economic exploitation of IP assets is crucial for business growth in new markets
Thank you for your attention!

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