



SOUTH-EAST ASIA



INTELLECTUAL PROPERTY:
KEY TO INNOVATION, ECONOMIC GROWTH
AND COOPERATION

www.ipkey.eu



Funded by the European Union



Directed by the European Commission, IP KEY is
implemented by the European Union Intellectual Property Office (EUIPO)

About IP Key

The European Commission is aiming to continuously improve the protection and enforcement of Intellectual Property Rights (IPR) in third countries by implementing three new IP Key actions in China, Latin America and South-east Asia under the EU Partnership Instrument.

The IP Key initiatives are designed to create a platform for cooperation and to act as a bridge between the EU and its partners for the creation of a reinforced, transparent and fair international Intellectual Property (IP) landscape. The IP Key projects started their implementation on September 2017 with a total combined budget of over EUR 20 million for a period of 48 months. The average contribution by the European Intellectual Property Office (EUIPO), the implementing EU Agency, to the three actions is approximately 15%.

About IP Key South-east Asia

The IP Key South-east Asia is an international cooperation project in the field of IP directed by the European Commission and implemented in Southeast Asia by the EUIPO.

The IP Key SEA Project aims to build on, and incorporate key lessons from past and present cooperation between the EU and SEA in the area of IP. Since 1993, technical cooperation on IP among Europe and SEA has been articulated through the EU-ASEAN Intellectual Property Rights Co-operation Programme (ECAP) in the SEA region. Strengthening IP protection systems, with the objective of achieving convergence of EU IP practices with other fast-growing economies, represents another key objective. The achievement of this objective will help generate a business environment in which companies are more likely to prosper, while creating jobs and growth.

Objectives:

The general objective of the project is to improve the protection of IP and its rights in order to help level the conditions of treatment with the companies that operate in the region.

- **Encourage IPR protection and enforcement standards alignment**
- **Best practices sharing** and implementation
- **Contribute to greater transparency** and fair implementation of the IPR protection & enforcement system
- **Discourage any protectionist market access barriers** through the misuse of IPR legislation
- **Improve the IPR environment**
- **Increase political and public awareness** of the importance of IPR protection and enforcement



IP Key Benefits for Businesses:

- Access to information
- Improved IPR protection
- Technical expertise and experience
- Knowledge sharing
- Innovative tools and databases
- More transparent and efficient IPR registration and enforcement system



Let's work together

What kinds of activities are available?

- **Gathering knowledge:** studies, statistics, policy analysis, legal evaluations
- **Learning & sharing:** conferences, seminars, round-tables workshops, peer-to-peer exchanges, trainings, study visits
- **Sharing Innovation:** technical support and advice (IT tools)
- **Informing:** publications, press releases, newsletters, factsheets, etc.

More information

For more information on IP Key activities, please contact: IPKEY-SEA@euipo.europa.eu

Or visit the IP Key projects:



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