CHINA

INTELLECTUAL PROPERTY:
KEY TO INNOVATION, ECONOMIC GROWTH
AND COOPERATION

www.ipkey.eu
About IP Key

The European Commission is aiming to continuously improve the protection and enforcement of IP rights 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 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 EUIPO to the three actions is approximately 15%.

About IP Key China


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Objectives

- Promote progressive convergence between China and European Union IPR legislation
- 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
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 IP rights 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.

To find out more:

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To get involved

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