



## AMÉRICA LATINA



INTELLECTUAL PROPERTY:  
KEY TO INNOVATION, ECONOMIC GROWTH  
AND COOPERATION

[www.ipkey.eu](http://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

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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, the implementing EU Agency, to the three actions is approximately 15%.

## About IP Key Latin America

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The IP Key Latin America is an international cooperation project in the field of intellectual property (IP) directed by the European Commission and implemented in Latin America by the European Intellectual Property Office (EUIPO).

The IP Key LA Project aims at strengthening cooperation between the European Union and Latin America in the field of IP protection and enforcement, addressing jointly identified challenges, to promote commercial relations between the two.

## Objectives:

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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
- **Collect** information and strategic analysis to prepare regional integration in Central America
- **Support** the IP Dialogue and FTA negotiations
- **Best practices** sharing and implementation
- **Contribute** to greater transparency and fair implementation of the IPR protection & enforcement system
- **Improve** the IPR environment through IP administration and enforcement general practices
- **Increase** political and public awareness of the importance of IPR protection and enforcement

## IP Key Benefits for Businesses:

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- 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

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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

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www.ipkey.eu

The screenshot shows the IPKey website interface. At the top left is the IPKey logo. On the right, there is a language dropdown menu set to 'English' and three regional navigation links: 'CHINA', 'LATIN AMERICA', and 'SOUTH-EAST ASIA'. Below this is a horizontal line with the text 'Supporting EU businesses around the world'. Underneath are three large, stylized maps of China (dark red), Latin America (green), and South-East Asia (orange), each with its respective region name at the bottom. Below the maps is a 'Latest News' section with three news items, each featuring a photo and a brief description.

**IPKey** English

CHINA LATIN AMERICA SOUTH-EAST ASIA

Supporting **EU businesses** around the world

CHINA LATIN AMERICA SOUTH-EAST ASIA

**Latest News**

24 Oct | South-East Asia  
EU AND LOCAL EXPERTS DISCUSS DEVELOPMENTS IN THE INDONESIAN PATENT LAW  
A roundtable discussion between EU and

24 Oct | South-East Asia  
SE ASIA CUSTOMS AUTHORITIES SHARE BEST PRACTICES AT IP KEY DIALOGUES  
IP Key SEA organised dialogues in Viet Nam, Thailand, Indonesia and Malaysia on 17 - 24

24 Oct | Latin America  
IP KEY LA CONTINUES ITS EFFORTS TO PROMOTE THE "NETWORK EFFECT" IN LATIN AMERICAN IP OFFICES  
IP Key Latin America, with the support of the

**Para más información sobre las actividades de IP Key, por favor contacte con:**

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LATIN AMERICA

**Propiedad Intelectual:**

*Clave para la innovación, el crecimiento económico y la cooperación*

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