

## About IP Key

The European Commission is aiming to continuously improve the protection and enforcement of IP rights in third countries by implementing three 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.

## About IP Key China

The IP Key China Action is an international cooperation project in the field of intellectual property (IP) directed by the European Commission and implemented in China and European Union by the European Intellectual Property Office (EUIPO). IP Key China builds on a long and productive history of EU-China cooperation programmes on IPR: IPR1 (1999-2004), IP Key China Phase I (2013-2017) and IP Key China Phase II (2017-2022).

## To get involved

Contact: **Gyta BERASNEVIČIŪTĖ-SINGH**  
Project Leader IP Key China  
E-mail: [Gyta.BERASNEVICIUTE@euipo.europa.eu](mailto:Gyta.BERASNEVICIUTE@euipo.europa.eu)

CHINA



INTELLECTUAL PROPERTY:  
KEY TO INNOVATION, ECONOMIC GROWTH  
AND COOPERATION

## Objectives of IP Key China Phase II

- **To promote progressive convergence** of China towards European standards in IPR legislation, protection and enforcement and the development of best practices.
- **To support the interest of European innovators and right holders** trading with or investing in China.
- **To contribute to greater transparency** and fair implementation of the IPR protection and enforcement system in China, avoiding and discouraging any protectionist market access barriers through the misuse of IPR legislation and to further improve the IPR environment.
- **To increase political and public awareness** of the importance of **IPR protection**, including through academia.

## 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:



www.ipkey.eu

