



European  
Commission

## Free ASEAN IPR advice for European SMEs

- ❖ The ASEAN IPR SME Helpdesk provides **free information and services** in the form of **jargon-free first-line confidential advice** on intellectual property and related issues, **plus training, materials and online resources**.
- ❖ The Helpdesk **raises awareness** about IPR matters in South-East Asia affecting European SMEs, and helps them make **informed IPR decisions**.



Available to all EU SMEs, the Helpdesk *co-operates with European SME networks, chambers of commerce and industry associations* to offer these services free of charge:



### Helpdesk Enquiry Service – Confidential Advice

Individual SMEs and SME intermediaries can submit IPR enquiries directly to the Helpdesk via phone, email or in person, getting access to a panel of experts to receive **free and confidential first-line advice** within **5 working days**.



### Training Materials

Industry and business-focused guides and training materials address IPR issues in the ASEAN region by:

- **IP specific guides**, e.g. patents & trade marks
- **Country IP factsheets**: IP overviews of each of the 10 ASEAN countries
- **Industry specific guides**, e.g. textiles, machinery, creative industries
- **Business guides**, e.g. technology transfer, manufacturing

The Helpdesk can also supply intermediaries with **articles** about IPR in the ASEAN region written by IP experts for partners' newsletter content or other publications.



### Online Services

- The **multi-lingual** online portal provides easy access for all EU SMEs to Helpdesk information and services, including Helpdesk **guides, event information, and webinar recordings**.
- Users can subscribe to our **new blog *Your IP Insider***, our **project newsletter**, and our **Twitter, Facebook and LinkedIn** feeds, to stay up to date on project activities and ASEAN IPR news.

### Training Events and Webinars

The Helpdesk organises **training events and webinars** in Europe and South-East Asia on **ASEAN IPR protection and enforcement**, tailored to the needs of SMEs:

- **General IPR issues**, including IP registration and establishing an IP enforcement strategy.
- **Practical business challenges**, e.g. choosing business partners, attending trade fairs, licensing.
- **Industry specific trainings**
- **One-to-one sessions**: free 20 minute one-on-one consultations with an IP expert are available at most training events.
- **Webinars**: 45 minute online presentations + 30 minute live Q&A, from the convenience of your own office or home. All recordings are available for free download from our website post-session.



### Working together

For more information and to discuss how we can work together, please contact us:

**Telephone:** +62 21 571 1810

**Email:** [question@asean-iprhelpdesk.eu](mailto:question@asean-iprhelpdesk.eu)

**Online:** [www.asean-iprhelpdesk.eu](http://www.asean-iprhelpdesk.eu) / **Blog:** [www.yourIPinsider.eu](http://www.yourIPinsider.eu)

An initiative co-funded by the European Commission

Project implemented by:



eurocham



European Business Organisations  
Worldwide Network

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