



European
Commission

Free China IPR advice for European SMEs

- ❖ The China 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 China affecting European SMEs, and helping 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.**



Materials

Industry and business-focused guides and training materials address China IPR issues by:

- **IP topic**, including patents, trade marks, copyrights, licensing, dealing with counterfeiting.
- **Business focus**, including technology transfer, conducting R&D, using contracts.
- **Industry**, including textiles, clean technology, creative industries, automotive.

The Helpdesk can also supply intermediaries with **articles** about IPR in China 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, E-learning modules, event information, and webinar recordings.**

Users can subscribe to our **new blog *Your IP Insider***, our **project newsletter**, our Youtube/Tudou **video channels**, and our **Twitter, Facebook and LinkedIn feeds**, to stay up to date on project activities and China IPR news.



Training

The Helpdesk arranges **training events and webinars on China IPR protection and enforcement** in Europe and China, tailored to the needs of SMEs:

- **General IPR issues**, including IP registration and establishing an IP enforcement strategy.
- **Practical business challenges**, such as choosing Chinese business partners, attending trade fairs, licensing.
- **Industry specific trainings**, such as machinery sector, creative industries.
- **One-to-sessions**: free 20 minute one-on-one consultations with an IP expert are available at many training events.
- **Webinars**: 45 minute online presentations + 30 minute live Q&As, 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:

China IPR SME Helpdesk

Telephone: +86 (10) 8527 6922

Email: question@china-iprhelpdesk.eu

Online: www.china-iprhelpdesk.eu / Blog: www.YourIPinsider.eu

An initiative co-funded by the European Commission

Project implemented by:

