



China IPR SME Helpdesk Introduction

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We are here for you:

- **European Small and Medium Enterprises (SMEs)**
 - If you export, source, invest or manufacture in China
 - If you compete with Chinese businesses
 - If you are interested in entering the Chinese market
- **Organisations representing European SMEs**
 - EU Member State Chambers of Commerce in China
 - SME associations and networks
 - Industry associations
 - Trade and export promotion agencies
 - Innovation clusters

The China IPR SME Helpdesk



Information and services **free of charge** for SMEs



Raising awareness and preparing SMEs for IPR issues in China: ***“know before you go”***



Business-focused and practical first-line advice



Delivering **IPR business tools** and **self-help solutions**
(guides, E-learning)

Enabling SMEs to make **informed IPR decisions**
(protection, enforcement, IP management)



European Commission

Snapshot: Helpdesk Services

Enquiry Helpline



E-learning & Business Tools



Website & Blog



China IPR SME Helpdesk

Training Workshops & Live Webinars



IP Guides & Newsletters



IPR Guides and Newsletters

- Guides and training materials addressing China IPR issues:
 - **IP Specific** incl. patents, trademarks, copyrights
 - **Business focus** incl. IP as a business asset, how to find the right lawyer
 - **Industry specific** incl. creative, textiles, medical devices, ceramics
- IPR Updates and developments
 - Newsletters, articles, content provision



Training workshops and webinars

- Workshops across **Europe and in China**
- Addressing **general IPR** and **industry specific IPR** matters
- **Tailored** to the needs of SME audience
- Outreach to regions: **non capital cities, SMEs clusters**
- Conducted in **local language** where possible
- Organised in **partnership with SME intermediaries**
- **Webinars:** convenient to join





European
Commission

Website and Blog



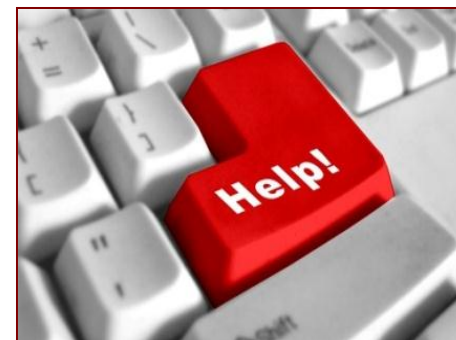
- Multi-lingual comprehensive information hub
- Easy access for all EU SMEs to all Helpdesk services and materials including:
 - Helpline
 - Helpdesk guides
 - E-learning modules
 - Event information
- Helpdesk blog - China IP Insider

www.china-iprhelphdesk.eu

www.china-ipinsider.eu

Enquiry Helpline

- Available for **EU SMEs and SME intermediaries**
- **First-line advice** on China IPR matters
- **Confidential**
- Delivered by **China IPR specialists**
- Accessible via E-mail, telephone,
• face-to-face
- IPR **one on one** consultations



question@china-iprhelpdesk.eu

Typical Enquiries

“How do we register our patent in China?”

“I have a trade mark registered in Europe. Is it valid in China?”

“What actions can be taken in case of copyright infringement?”

“How long does it take to resolve a trade mark dispute case? How much does it cost?”



European Commission

Some of our partners:





Feedback Questions Discussion

For more information about our services and how the China IPR SME Helpdesk can add value to your organisation, please contact us:



Fan page: 'China IPR SME Helpdesk'



@iprchina



'China IPR'

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