



An initiative of the European Union

EUCLUSTERS



MATCHMAKING EVENTS

2023
European Innovation Week
歐盟創新週
29 May-2 Jun.

EU-TAIWAN MATCHMAKING EVENT 2023

in the context of 2023 European Innovation Week

Preparatory webinar

12 May 2023

9:00-10:30 CET

#SingleMarket30



Intellectual Property Protection

CHINA
IP SME HELPDESK



European
Commission

Alessandra Capriglia
Project Manager

Why IPR?

- IP is a key business asset
- Competitive advantage
- Attract investments
- Increased control and decreased risk when outsourcing
- Can be (the) key to enter new markets

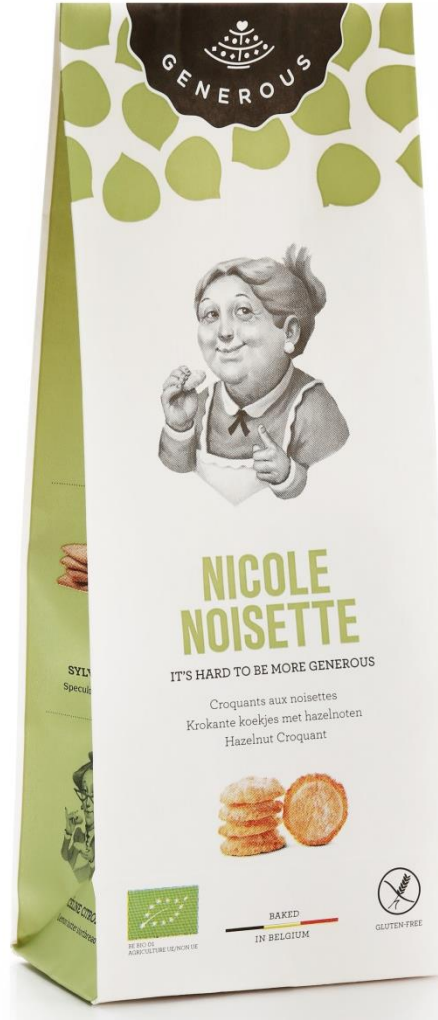
Key principles

- **Territoriality of IP**
- **First-to-file system**

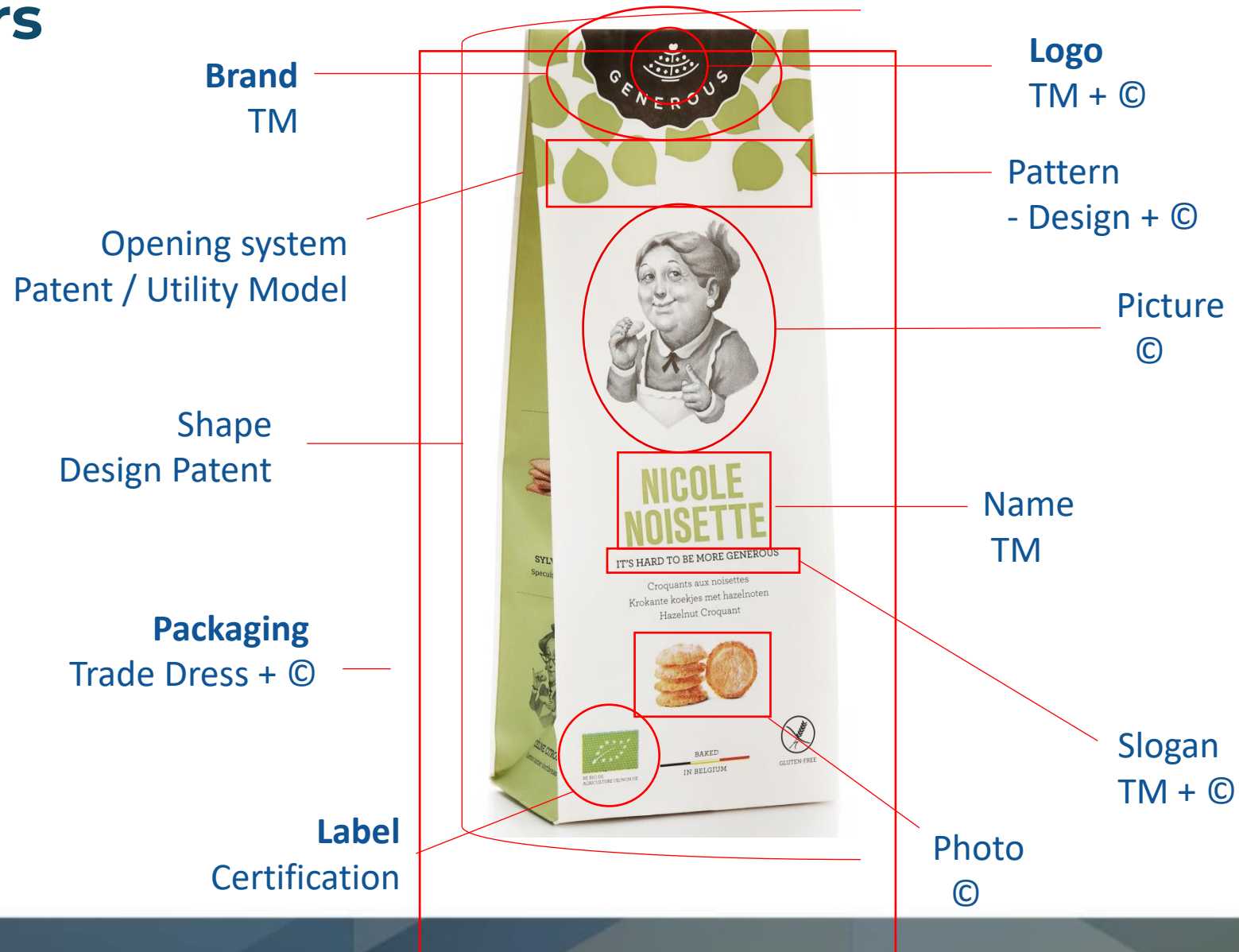


Having an IP strategy is a must:
ADAPT to the specificities of the Chinese IP Systems

IP layers



IP layers



Attending Trade Fairs

- Assign a dedicated team to monitor possible infringements
- Study the market: learn what your competitors do
- Unregistered = not enforceable!
- Be careful what you disclose/show

GUIDE

1. Introduction
2. Before the trade fair: fail to prepare, prepare to fail
 - 2.1 Prevention
 - 2.2 Enforcement
3. Enforcement at the trade fair: be pro-active, not reactive
4. How to file a complaint at a trade fair
5. Enforcement after the trade fair: act on the information you have gathered
6. Other trade fair risks
 - 6.1 Prevention
 - 6.2 Enforcement
7. Related links and additional information

IP Strategy for European SMEs at Trade Fairs in China

CHINA IPR SME HELPDESK

For free, confidential, business-focused IP advice within three working days E-mail: questions@china-iprhelpdesk.eu

The Helpdesk in a nutshell

- Free initial advice to SMEs
- Geographic coverage:
 - **China**
 - **Hong Kong**
 - **Macao**
 - **Taiwan**



 100,000+ SMEs assisted to date

HELPLINE

free, fast & confidential

3 days working

question@china-iprhelppdesk.eu

+86 - 10 - 6462 0892

Helpdesk services

Training Workshops & Webinars



One-on-one sessions



Self-learning materials



Website IP tools & Blog



FREE OF CHARGE!



FACTSHEET


- THE FACTS: Business in Mainland China for EU Companies**
 - Size of Market
 - Key INDUSTRY SECTORS
- IPR in Mainland China for SMEs: BACKGROUND**
 - Intellectual Property Rights for SMEs: Why is this RELEVANT to you?
 - How does Mainland China's IP legal framework compare to INTERNATIONAL STANDARDS?
- IP Rights in Mainland China THE BASICS**
 - Copyright
 - Patents
 - Trade Marks
 - Geographical Indications (GI)
 - Trade Secrets
- Using CUSTOMS to block counterfeits**
- Enforcing of rights**
 - Administrative actions
 - Civil Litigation
 - Criminal Prosecution
- RELATED LINKS and Additional information**



IP Factsheet: Mainland China


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Guide

- Technology Transfer to China
- Thinking of Transferring Technology?
- What Can Companies Do to Protect Themselves?
- SME Case Studies
- Technology Transfer Checklist
- Take-Away Messages
- Related Links

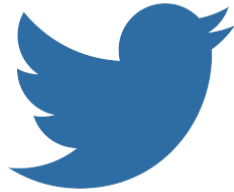


Technology Transfer to China: Guidance for Businesses

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Stay connected!



@iprchina



@ChinaIPR-hd

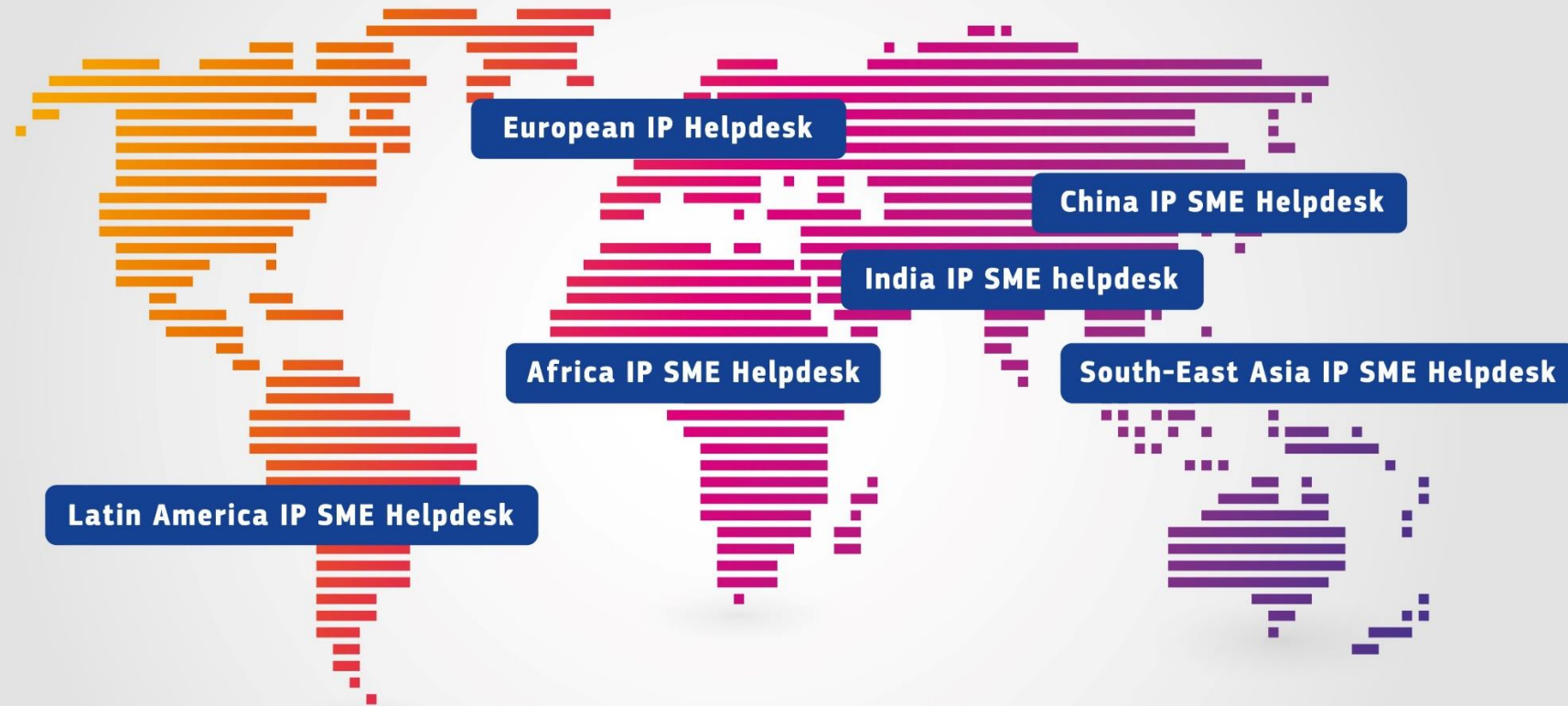


China IP SME Helpdesk



@ ChinaIPRSMEHelpdesk

INTELLECTUAL PROPERTY ADVICE FOR YOUR BUSINESS



Six EU-funded helpdesks offer free resources to your small or medium-sized business to help you manage your intellectual property.

<https://ec.europa.eu/ip-helpdesk>

QUESTIONS?

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THANK YOU