



China IPR SME Helpdesk Introduction

The China IPR SME Helpdesk supports European SMEs in both the protection and the enforcement of their IPR in China. The Helpdesk offers free advice and services to European SMEs who have experienced IP infringement in China or are planning on dealing with China. An initiative of DG Enterprise and Industry of the European Commission, the China IPR SME Helpdesk provides SMEs with jargon-free information aimed at assisting European SMEs on a practical business level. Providing advice to SMEs who have encountered infringement in China is a strong priority for the Helpdesk. Prevention, however, is the best form of cure and the Helpdesk reach out to SMEs who have yet to enter the market. The Helpdesk facilitate this by offering their services to **European SME associations and networks** for the benefit of their members.

Working with the Enterprise Europe Network , the China IPR SME Helpdesk:

1. Offer **free workshops on China IPR protection and prevention**, held in both Europe and China

The Helpdesk offer general IP workshops as well as specific **IPR training workshops tailored to the needs of individual SME associations**. In addition to the basic IPR issues faced when dealing with China, such as the trademark/patent registration and the cost of IP protection, the Helpdesk's workshops and training material address more practical business challenges that European SMEs face. This includes advice on what actions SME can take if they:

- are considering entering into an agreement with a Chinese **business partner**
- plan to display their product at a **tradedfair** in China
- are concerned about entering into a **technology transfer** agreement with a company in **China**
- discover that a Chinese company is using their registered **trademark**, on their product

2. Provide information to European SMEs through their **online portal**

Compiled by the Helpdesk's pool of specialised IPR experts, the content and information provided by the Helpdesk's online portal (www.china-iprhelpdesk.eu) is designed to address IPR issues by business area, including:

Licensing

Business Partners

Sales and Distribution

Business Promotion

Manufacturing

Stheircing

Dealing with counterfeiting

The lack of awareness among European SMEs of the IPR landscape in China represents an information gap that the Helpdesk aims to fill. To compliment the online information relating to the above business areas, the Helpdesk is in the process of developing IPR e-learning modules which will act as a business tool, guiding European SMEs through the process of successfully protecting and enforcing their IP in China.

To maximise awareness of the tools available to European SMEs, the Helpdesk focuses on establishing strong partnership with the Enterprise Europe Network to ensure the access to EU SME and industry specific associations. As well as coorganising IPR workshops for the Enterprise Europe Network clients, this outreach includes access to their quarterly newsletter and establishing mutual web links on your respective websites.

If you'd like to find out more about the services offered by the Helpdesk, please contact the management team:

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