

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 of offer the following 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, pharma, clean technology, creative industries, automotive

The Helpdesk can also supply intermediaries with **articles** about IPR in China written by IP experts for partner newsletter, website 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 **blog** Your IP Insider, **our project newsletter**, our Youtube 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 and 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, ICT, clean-tech
- **One-on-one sessions:** free 20 minute one-on-one consultations with an IP expert
- **Webinars:** 45 minute online presentations + 30 minute live Q&A, from the convenience of your own office or home. All recording are available for free download on our website.



CHINA IPR
SME HELPDESK

Working together

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

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The following China IPR SME Helpdesk Publications comprise a range of expert-written guides that assist EU SMEs in understanding the IPR landscape in China. Download them for free from our website (www.china-iprhelpdesk.eu) or scan the QR code below. You can also find the guides on the USB keys distributed during events.

General IPR Guides

- Enforcement of Intellectual Property Rights in China
- Guide to Copyrights in China
- Guide to Patent Protection in China
- Guide to Protecting Your Trade Secrets in China
- Guide to Trade Mark Protection in China
- Guide to Using Customs to Protect Your IPR in China
- Intellectual Property Systems: China / Europe Comparison
- Understanding and Using China's Design Patent
- Guide to Geographical Indications in China
- Guide to Understanding and Using China's Design Patent



'How to' Guides

- How to Conduct a Trade Mark Search
- How to Remove Counterfeit Goods from E-Commerce Sites in China
- How to Record your Trade Marks with Customs in China
- How to Establish and EU-China Joint Research Structure
- How to find an Intellectual Property Agent
- How to search for basic Chinese Company Information to Protect your IP
- How to Secure Effective Evidence at Trade Fairs

Business Process Specific Guides

- Finding the Right Lawyer
- IP Strategy for European SMEs at Trade Fairs in China
- Managing IP as a Business Asset
- Technology Transfer to China: Guidance for Businesses
- Protection of Online IPR in China – Domain Names
- Guide to R&D in China for European SMEs
- Guide to Using Contracts to Protect your IPR in China

Industry Specific Guides

- Guide for IPR Protection in China for the Pharmaceutical Industry
- Guide to IPR Protection in China for the Furniture Industry
- Guide to IPR Protection in China for the Cosmetics Industry
- Guide to IPR Protection in China for the Wine and Spirits Sector
- China IPR Guide for European SMEs in the Ceramics Industry
- Guide to IPR Protection in China for the Creative Industries
- Guide to IPR Protection in China for the Textile Industry
- Guideline on Medical Device Industry IPR Protection in China
- IP Strategies for EU 'Cleantech' SMEs in China
- China IPR Guide for European SMEs in the ICT Sector
- China IPR Guide for European SMEs in the Automotive Industry
- Guide to IPR Protection in China for the Fashion and Design Industry
- Guide to IPR Protection in China for the Food & Beverage Industry
- Guide to an Effective Protection of IPR for the Mechanical Engineering Sector
- Guide to IP Protection in China for the OEM Industry

IP Factsheets

- Mainland China
- Hong Kong
- Macao
- Taiwan

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