



Two of the fastest growing regions in the world

1. **Competitiveness**

Fast Fact:
In 2016, China accounted for 43.168 of total filled applications at the PCT. South-East Asia accounted for 1.285

5. **Business Asset**

2. **Avoid Infringements**

Why IP Protection?

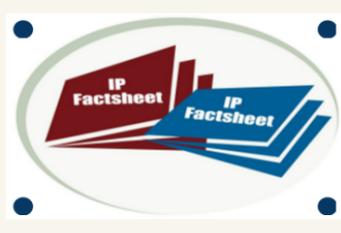
4. **Attract Investors**

3. **Protect Innovations**

Free Services



Helpdesk Enquiry Helpline



Training Materials



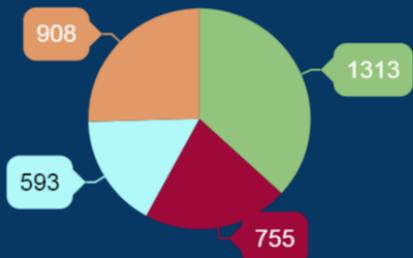
Online Services: Podcasts, Videos, Blogs, Newsletter



Training Events and Webinars

Facts & Figures

2016 Total Number of SME's Reached

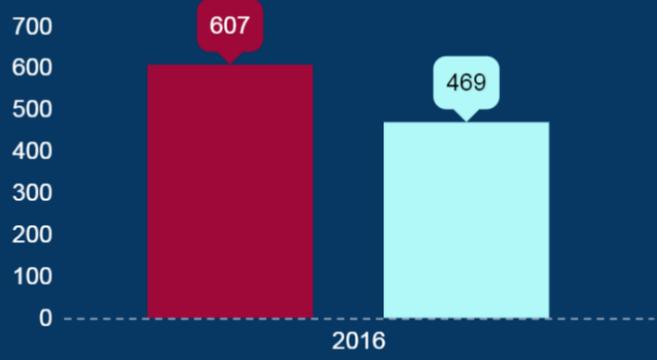


Europe (36.79%) China (21.15%) South-East Asia (16.62%) Online (25.44%)

“The seminar delivered by the Helpdesk was one of the most successful and useful elements of the programme designed for a recent business delegation visiting Beijing. As the delegates wished to establish new B2B partnerships, I highly recommend on the spot advice and follow-up services for companies in order to actively shape their IP management practices.”

Hortenzia Hosszú, Embassy of Hungary

2016 Total Number of Enquiries Answered



“The publications of the China HD are extremely useful for us in servicing Dutch SMEs and became our most frequently used service. As we don't have the deep institutional knowledge and resources to develop such information, we heavily rely on the expertise of the China Helpdesk.”

Madelon Janssen, Embassy of the Netherlands

2016 Total Number of Events per Region



Europe (24.82%) China (20.44%) South-East Asia (18.25%) Online (36.50%)

“One good thing of the SEA IPR SME Helpdesk is that you can talk to local experts to get specific advice for each destination. But before you know what you should be doing to protect your brands or whatever the question is, it is always important to have objective and free of charge advice as it would be hard to decide what is legal and what you should do for someone who is not a lawyer.”

Nicolas Plesse, CEO of Ubiquist

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