

ASEAN IPR SME Helpdesk

Free business tools to manage your Intellectual Property Rights in ASEAN

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Welcome to the ASEAN IPR SME Helpdesk's quarterly newsletter! Click on the topics below to jump to news about our free services and resources which can support your business in Southeast Asia. This newsletter also includes a useful article on 'Intellectual Property Rights Strategies in Southeast Asia for European SMEs: Know Before You Go', something that can help your business realise its potential, find it below!



Article



Intellectual Property Rights Strategies in Southeast Asia for European SMEs: Know Before You Go

The principle issues surrounding Intellectual Property Rights (IPR) development, protection and enforcement are essential to all aspects of your business. Your IPR strategy should be considered one of the main pillars of your business, not unlike your business strategy or HR strategy. A strong IPR strategy and proactive preparation not only helps to prevent IPR-related issues, but may also result in increased revenue as well as more effective and quick enforcement in the case of an infringement.

What is IPR?

Intellectual Property Rights are legally enforceable rights over the use of inventions or other creative works. They confer a right to exclude others from their use. Securing your IPR will help you to prevent and enforce against infringers profiting from your innovation or brand by passing it off as their own. IP falls into the categories of registrable and non-registrable IP rights. [Continue reading...](#)

Join our free training events!



The ASEAN IPR SME Helpdesk will be hosting free events for European businesses in Europe and South-East Asia in the coming months. In Bonn, learn about protecting green technologies when expanding into Asia. Join us at the international markets week in Dublin to discover the free support tools available to European businesses. We'll also be in Stockholm offering free IPR advice and one-on-one consultations with experts to help your business operate successfully in the ASEAN region. Click the links to the right for more information.

- 6 September 2013, **Bonn, Germany**
[Conference on Green Technologies - IP, Technology Transfer and Dispute Resolution in the Energy Sector](#)
- 16-19 September 2013, **Dublin, Ireland**
[International Markets Week](#)
- 26 September 2013, **Stockholm, Sweden**
[Introduction to IPR Protection in the ASEAN region](#)
- 1 October 2013, **Tallinn, Estonia**
[Introduction to IPR in the ASEAN region](#)

Get our guides



In the last few months, the Helpdesk has published seven IP Country Factsheets. Featuring useful information for specific Southeast Asian nations, the factsheets provide practical strategies to help European businesses register, protect and enforce their intellectual property rights. Amongst other tips, learn about which countries allow you to voluntarily record Copyright or Trade Secrets to boost enforcement efforts, and the scope of IPR protection offered throughout the region.

The Helpdesk has also produced a guide to finding the right lawyer in Southeast Asia. Featuring before, during and post meeting considerations, this guide will help you make the right choice!

IP Country Factsheet for:

[Indonesia](#)
[Malaysia](#)
[Myanmar](#)
[Philippines](#)
[Singapore](#)
[Thailand](#)
[Vietnam](#)

Helpdesk Guide to: [Finding the Right Lawyer](#)

Tune in to our webinars



Recordings of our latest webinars are available, listen to them at your convenience for:

1. An introduction to IPR strategies in the ASEAN region including considerations conducting business securely there.
2. Advice for European businesses planning to or already operating within Indonesia.
3. The IPR landscape of Thailand and the measures you should take to protect your competitive edge.

You can also **register for our two upcoming webinars**; the first of which addresses business and IPR issues and solutions for European companies in Singapore while the second offers members of the Enterprise Europe Network the opportunity to receive exclusive training in intellectual property management and protection.

Recording: 'Intellectual Property Strategies for European Small Businesses Working in/with South-East Asia'

Recording: 'Intellectual Property Protection Strategies for European SMEs in Indonesia'

Recording: Not lost in Thailand: Intellectual Property Rights Protection Strategies for EU SMEs

[And the PowerPoint Presentations for all three!](#)

Webinar, 14 August: Intellectual Property Protection Strategies in Singapore for EU SMEs

Webinar, 27 September 2013: ASEAN IPR SME Helpdesk Train-the-Trainer for Enterprise Europe Network Members

Subscribe to our blog: Your IP Insider



Visit *Your IP Insider* for enlightening (and entertaining!) blogs on how IPR affects your business in the ASEAN region. Read our latest posts on five tips for protecting intellectual property in Thailand, how blogging might help you monitor your market for infringers and Vietnam's proactive customs....

Your IP Insider posts are contributed by individual businesses, IP experts and the Helpdesk team. If you would like to become a contributor, contact us at ben.roberts@asean-iprhelpdesk.eu

[Proactive Customs in Vietnam](#)

[Blog to monitor your market](#)

[Not lost in Thailand: Five tips for protecting your business and intellectual property](#)

From other Helpdesks

The **China IPR SME Helpdesk** has business cycle, IPR and industry-focused events coming up in the next few months, as well as new guides for your enjoyment. You can **visit the website to learn more:** www.china-iprhelpdesk.eu and **submit your China IP questions** to question@china-iprhelpdesk.eu, by telephone +86 (10) 8527 6922 or in person.

www.china-iprhelpdesk.eu

China IPR SME Helpdesk webinar, 31 July 2013: IPR Protection Strategies for OEM in China

China IPR SME Helpdesk guide: How to Remove Counterfeit Goods from E-commerce Sites in China

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