



EC IP Helpdesk

Global IP Support at Your Fingertips

26 March, 2025 – [EBOWN Webinar]

Capacity Building for SMEs: An Introduction to the EC IP (SME) Helpdesk

Claire Fritz (European IP Helpdesk)



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Geographical coverage of the EC IP Helpdesk

- **Europe**
- **China:** Mainland China, Macao, Hong Kong, Hainan, Taiwan.
- **South-East Asia:** Vietnam, Thailand, Indonesia, Singapore, Philippines, Malaysia, Cambodia, Lao, Myanmar, Brunei.
- **Latin America:** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.
- **India**
- **Africa**





Beneficiaries

- EU and Single Market Program (SMP) associated countries **SMEs & Start-ups.**
- EU innovation **stakeholders** and **multipliers.**
- current and potential **beneficiaries** of EU-funded projects (researchers and SMEs).





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Our services

Helpline

Training & Events

Publications

Website

IP Ambassadors





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Helpline

- Free of charge first-line IP support.
- Confidential, personal and “to the point”.
- Answer within 3 working days.
- Email, phone and web.
- In: English, Spanish, French, German and Portuguese.





Training

- Online and usually also on-site.
- Focus: **practical** aspects of **IP** use and management.
- **Enabling**: helping our target audiences build their own capacities.
- **Involving**: collaboration with external experts and stakeholders.





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Training



26
MAR
2025

Training and workshops

[EU - Webinar: Consortium Agreements](#)

📺 Live streaming available

26
MAR
2025

Training and workshops

[Capacity Building for SMEs: An Introduction to the EC IP \(SME\) Helpdesk](#)

02-03
APR
2025

Exhibitions

[EIC Summit 2025](#)

📍 Belgium

03
APR
2025

Training and workshops

[EU-13 Roadshow - Empowering Innovation: The Strategic Value of Intellectual Assets](#)

09
APR
2025

Training and workshops

[EU - Webinar: IP and Artificial Intelligence](#)

📺 Live streaming available

10
APR
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Training and workshops

[Transaction Based Growth SUMMIT: "Build-to-Sell"](#)

📺 Live streaming available

15
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Training and workshops

[EU - Webinar: IP for Future and Emerging Technologies](#)

📺 Live streaming available

23
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Training and workshops

[EU - Webinar: IP and Artificial Intelligence - Advanced](#)

📺 Live streaming available

29
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Training and workshops

[EU - Webinar: IP Commercialisation and Licensing](#)

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06
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[EU - Webinar: IP Commercialisation & Licensing - Advanced](#)

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13
MAY
2025

Training and workshops

[EU - Webinar: Patents and Innovation](#)

📺 Live streaming available

20
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Training and workshops

[EU - Webinar: Freedom to Operate](#)

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Online resources

- E-learning modules & more.
- Guides / Topic, country, sector-specific Factsheets / Infographics.
- Case studies.
- IP tools (IP Diagnostic Tool, IP Cost Tool).





IP Diagnostic Tool

This test consists of a questionnaire divided into three categories:

- **IP Protection** – to identify which are the most relevant IP rights to you
- **IP Internationalisation and Commercialisation** – to assess your knowledge on how IP rights can be exploited for your business
- **IP Practice** – to test your general awareness in IP

- [China IP Diagnostic tool](#)
- [India IP Diagnostic tool](#)
- [Latin America IP Diagnostic tool](#)
- [South-East Asia IP Diagnostic tool](#)



IP Cost Tool

Based on the options selected you will be able to find information regarding the following fees for the registration of trade marks, patents, industrial designs, utility models and copyright:

- **Application Fees**
- **Examination Fees**
- **Renewal Fees**
- **Surcharges / exceptions**
- **Annuity Fee**



Stakeholders' collaboration

- Fostering **synergies** with organisations involved in IP, innovation and internationalisation.
- Liaising with **business & EU funding support organisations**, research stakeholders and EU SME support initiatives to define joint actions via various channels.





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Stakeholders' collaboration – EPO & EIC

EIC-EPO online training event

LICENSING-BASED BUSINESS MODELS

9 October 2024 2PM (CEST)

Register Now ▼

<https://europa.eu/!GYBgk>



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From Lab to Market Unitary Patent for SMEs

21 Nov 2024 | 14.00–17.00 CET | Online training

epo.org

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Highlights

Upcoming trainings

Training and workshops

Capacity Building for
SMEs: An Introduction
to the EC IP (SME)
Helpdesk



Wednesday 26 March 2025,
12:30 - 13:00 (CET)

Training and workshops

Opportunità in
America Latina: Focus
IPR Helpdesk e
finanziamenti



Tuesday 15 April 2025,
15:30 - 17:00 (CEST)

Training and workshops

IP and International
Markets



Monday 5 May 2025, 16:00
- 17:40 (CEST)



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**SOUTH-EAST ASIA
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FREE OF CHARGE
AND CONFIDENTIAL SERVICE
FOR SMES FROM THE EU AND
SMP COUNTRIES

Meet Benoît,
your
IP Business Advisor

BOOK YOUR SLOT
WITH OUR EXPERT NOW
<http://1to1.sea-ipheldesk.eu>

European Commission

#knowbeforeyougo



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Highlights

Technical support for the development of the legal framework for GIs in ARIPO Member States





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Highlights

EU SME Centre

CHINA
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Fun the

GET READY FOR CHINA

EU SME Centre | Davi...

Taking Part in Trade Fairs in China

0:15 / 59:05 • Opening remarks >



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Stakeholders' collaboration – EEN: IP Ambassador Scheme

- Cooperation scheme with the **Enterprise Europe Network (EEN)** since 2013.
- 43 Ambassadors - 26 countries.
- Building IP capacities **among EU SMEs**.
- Overcoming **language** barriers.
- Making the topic more accessible.
- Exchange and feedback from #IPAmbassadors on **needs of SMEs**.
- Local awareness and training events.





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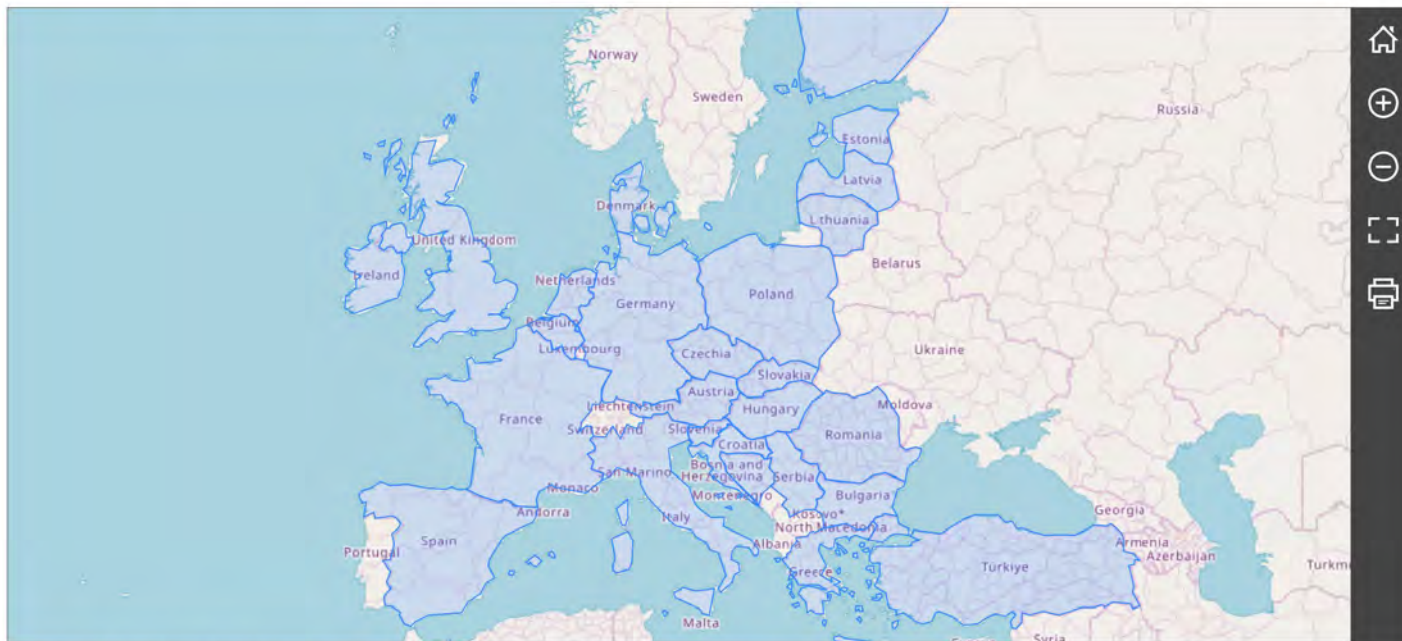
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Stakeholders' collaboration – EEN: IP Ambassador Scheme

Europe - Ambassadors team





Stakeholders' collaboration – EEN: IP Ambassador Scheme

- Local awareness and training events
- Translation of publications
- Cooperation on policy reports
- Testimonials for the press (Business Planet or HRP TV)
- Surveys
- IP sessions at the national EEN conferences or even at the EEN Annual Conference
- Summer and Winter Summit each year





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Stakeholders' collaboration – EEN: IP Ambassador Scheme

- **Eligibility:** Restricted to **Enterprise Europe Network (EEN) members**.
- **Who can apply?** EEN advisors with **at least 2 years of IP experience**.

We look forward to receiving your applications! 🚀





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Website & social media

www.ec.europa.eu/ip-helpdesk



@Latin America IP SME Helpdesk

@India IP SME Helpdesk

@Intellectual Property in Africa

@South-East Asia IP SME Helpdesk

@European IP Helpdesk

@China IP SME Helpdesk



@latinamericaipr

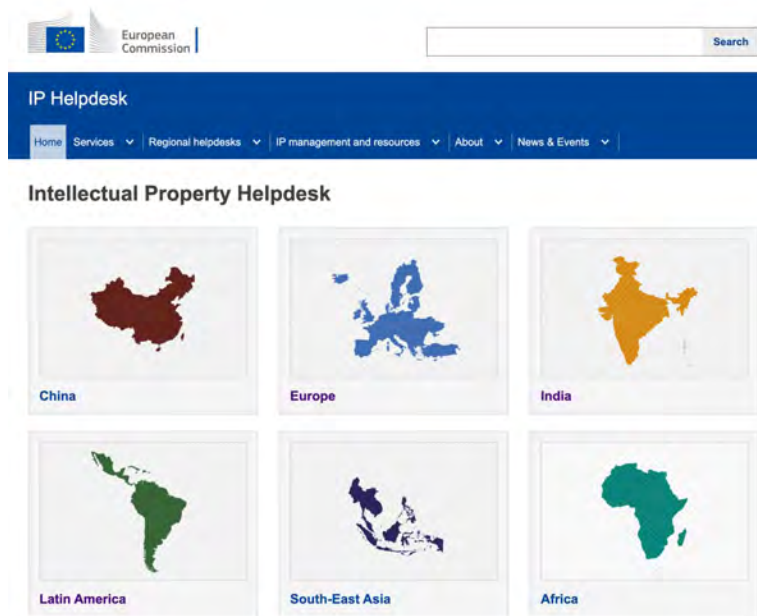
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Contacts

Latin America IP SME Helpdesk: info@latinamerica-ipr-helpdesk.eu

India IP SME Helpdesk: india@iprhelpdesk.eu

Intellectual Property in Africa: africa.iphelpdesk@euipo.europa.eu

South-East Asia IP SME Helpdesk: expert@sea-iphelpdesk.eu

European IP Helpdesk: helpline@iprhelpdesk.eu

China IP SME Helpdesk: question@china-iprhelpdesk.eu

Book a meeting with us on our website:

Do you have a question about IP?

Do you want to have a confidential, free-of-charge meeting with an Intellectual Property Expert for IP business-oriented support?

[Book a meeting now!](#) 



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