



EU supports ASEAN intellectual property rights at Singapore IP Week

Singapore, 05 September 2018

The European Union-funded ARISE + IPR programme hosted a seminar on intellectual property (IP) commercialisation today at the IP Week @ SG conference in Singapore. The seminar entitled 'Generating Value From Ideas: IP in the Innovation Ecosystem, Key Players and Success Factors' focused on IP policies and best practices that foster innovation and creativity, for the benefit of the business representatives, rights holders, investors, legal practitioners, officials and academics participating with the final aim to foster regional and economic integration in the ASEAN region. Heads of the ASEAN IP offices and members of the ASEAN Working Group on Intellectual Property Cooperation (AWGIPC) joined over 100 attendees at the event.

During the seminar, European Union Intellectual Property Office (EUIPO) and ARISE + IPR experts presented initiatives aimed at promoting business development and innovation through IP. EUIPO Head of Cabinet Nellie Simon, in a presentation on stimulating innovation through technology transfer, noted that the strengthening of IP and IP rights (IPR) significantly boosts investment in research and development. "Intangibles and IP in particular are the backbone of our economies. Technology transfer, whether it is through patenting, licensing, spin-offs, joint ventures or other means, is a key enabler for a wide range of IPR-intensive sectors, in both developed and developing nations, particularly in biotechnology, information technology, health and energy, bringing innovations to the market and generating economic growth," she said.

A roundtable discussion that followed highlighted some of the success stories in IP commercialisation, with panellists from the World Intellectual Property Organization (WIPO), Makara Capital, AWA Strategy, National Innovation Agency Portugal (ANI) and the International Trademark Association (INTA). One example cited was Fraunhofer's licensing of the MP3 encoding format and its contribution to the rapid shift to online music distribution. The contributors considered the building of strong relationships between developers, entrepreneurs and IP practitioners to be an important factor for successful IP commercialisation.

A dedicated booth for the ARISE + IPR programme was set up at the IP Week @ SG conference. The ARISE + IPR team were on hand to provide information about the programme activities and IP information tools throughout the whole forum. ARISE + IPR representatives also conducted meetings with the ASEAN Working Group on Intellectual Property Cooperation (AWGIPC) to further discuss the implementation of the project.

ABOUT ARISE + IPR

ARISE Plus Intellectual Property Rights (ARISE + IPR) is part of an ambitious EUR 41 million programme, called ARISE Plus. The six-year ARISE Plus initiative is the largest ever [European](#)





Union (EU)-funded ASEAN action. It focuses on important areas of the ASEAN economic integration process such as the single market, trade facilitation, reducing non-tariff barriers to trade, along with Intellectual Property Rights, civil aviation and ASEAN statistics.

The ARISE Plus-Regional programme consolidates and enhances the results achieved with past EU-ASEAN technical assistance programmes to meaningfully support the ASEAN Economic Community (AEC) Blueprint 2025, thus supporting greater economic integration in ASEAN. The programme reflects the growing strategic relations and cooperation of the EU and ASEAN as a regional block.

The ARISE + IPR component is a five-year, EUR 5.5 million programme implemented by the European Union Intellectual Property Office (EUIPO). The programme supports regional integration through intellectual property (IP) cooperation and aims to upgrade the IP systems for creation, protection, utilisation, administration and enforcement, in line with international best practices and standards and with the strategic objectives laid out in the ASEAN IPR Action Plan 2016-2025.

The main aims of ARISE + IPR are to:

- Enhance participation of ASEAN Member States in international IP treaties and systems
- Contribute to institutional capacity building, towards more efficient ASEAN IP offices
- Increase political and public awareness of the importance of IP protection and enforcement
- Reinforce the capacity of ASEAN businesses to commercialise and protect their IP rights
- Provide specific support to Cambodia, Lao PDR and Myanmar to promote IP rights and innovation

The key programme partners are the ASEAN IP Offices and the ASEAN Secretariat, with target beneficiaries including IP officials, micro, small and medium enterprises (MSMEs), the agricultural sector, producers' associations, the judiciary, enforcement agencies, customs agencies, IP professionals, and the general ASEAN populace. ARISE + IPR focuses on trademarks, industrial designs, geographical indications (GIs), and enforcement.

Visit www.ariseplusipr.eu to learn more.

ABOUT IP week @SG

IP Week @ SG is hosted by the Intellectual Property Office of Singapore (IPOS) and is one of the premier innovation conferences in Southeast Asia. It includes a two-day forum covering the latest developments in IP, an IP Market Place for exhibitors, and a range of parallel events. The 2017 edition saw the participation of approximately 3,000 people from over 40 countries.





ABOUT THE EU

The European Union (EU) is the world's biggest development aid donor. Its development policy seeks to foster sustainable development and build a fairer and more stable world, concentrating in priority areas such as human rights, democracy and other aspects of good governance, and inclusive and sustainable economic growth.

The Delegation of the European Union to ASEAN is mandated to promote the political and economic relations between ASEAN countries and the EU, inform the public of the development of the EU, and support the implementation of the EU's assistance programmes. To learn more, please visit: https://eeas.europa.eu/delegations/association-southeast-asian-nations-asean_en

ABOUT THE EUIPO

The European Union Intellectual Property Office (EUIPO) is an agency of the EU, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the Registered Community Design (RCD), both of which provide protection in all 28 EU member-states, as well as carrying out cooperation activities with the national and regional intellectual property offices of the EU. Under the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global cooperation on IP between EU partners, third countries and multilateral organisations.

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