



Latin
America

GLOBAL EUROPE:

EU FUNDED
PROJECTS SUPPORTING BUSINESSES TO
LOOK BEYOND THE EU AND
INTERNATIONALIZE

LATIN AMERICA IPR SME HELPDESK



Know before you go

Why IPR?

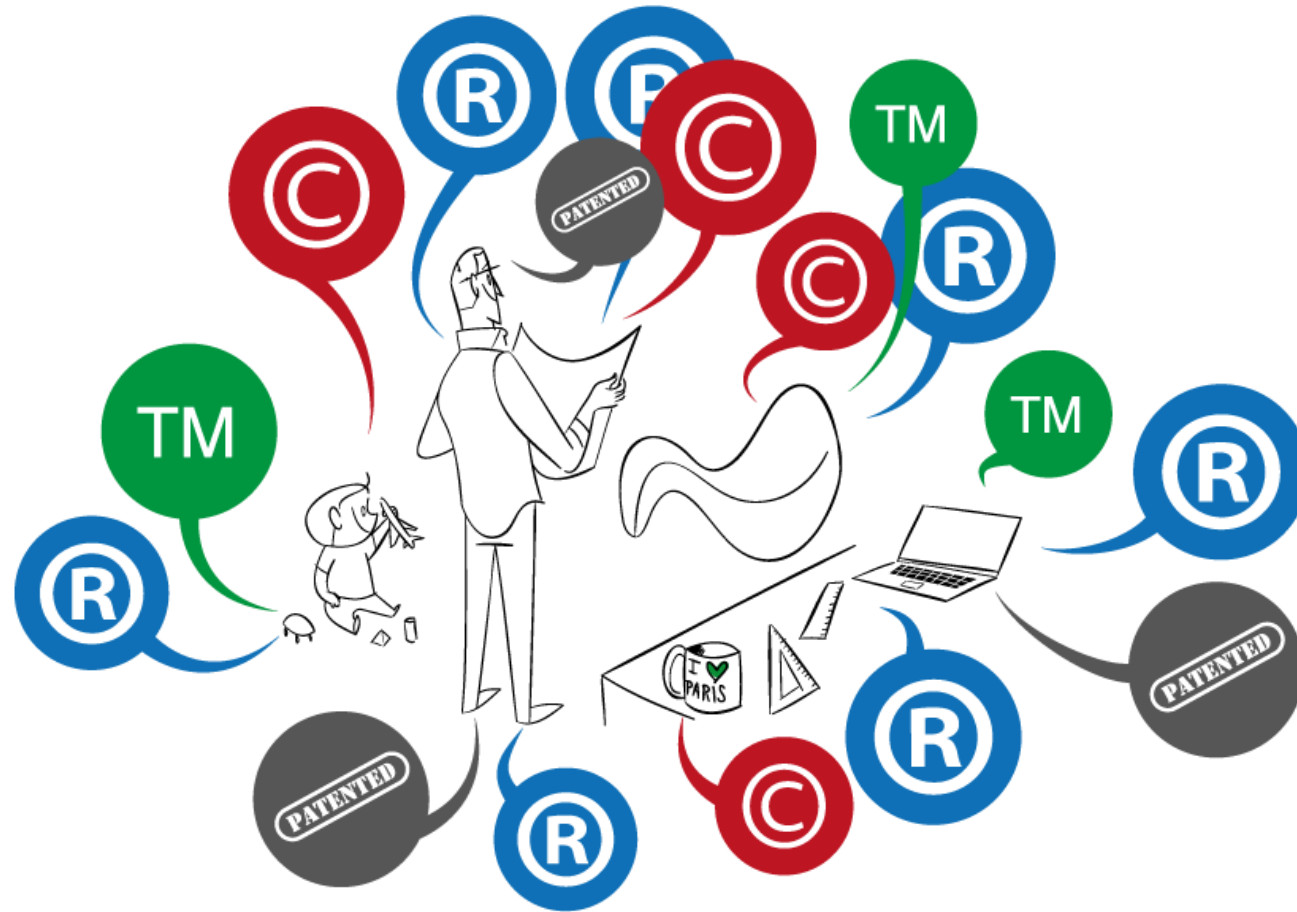
- ***It is your main business asset!***
- ***Strengthen competitiveness***
- ***Attract Investors***

INTELLECTUAL PROPERTY ADVICE FOR YOUR BUSINESS



Four EU-funded helpdesks offer free resources to your small or medium-sized business to help you manage your intellectual property rights (IPR)

Intellectual Property everywhere



Intellectual Property is everywhere

- *Patents and Utility Models*
- *Industrial Designs*
- *Trademarks*
- *Copyright*
- *Trade Secrets*

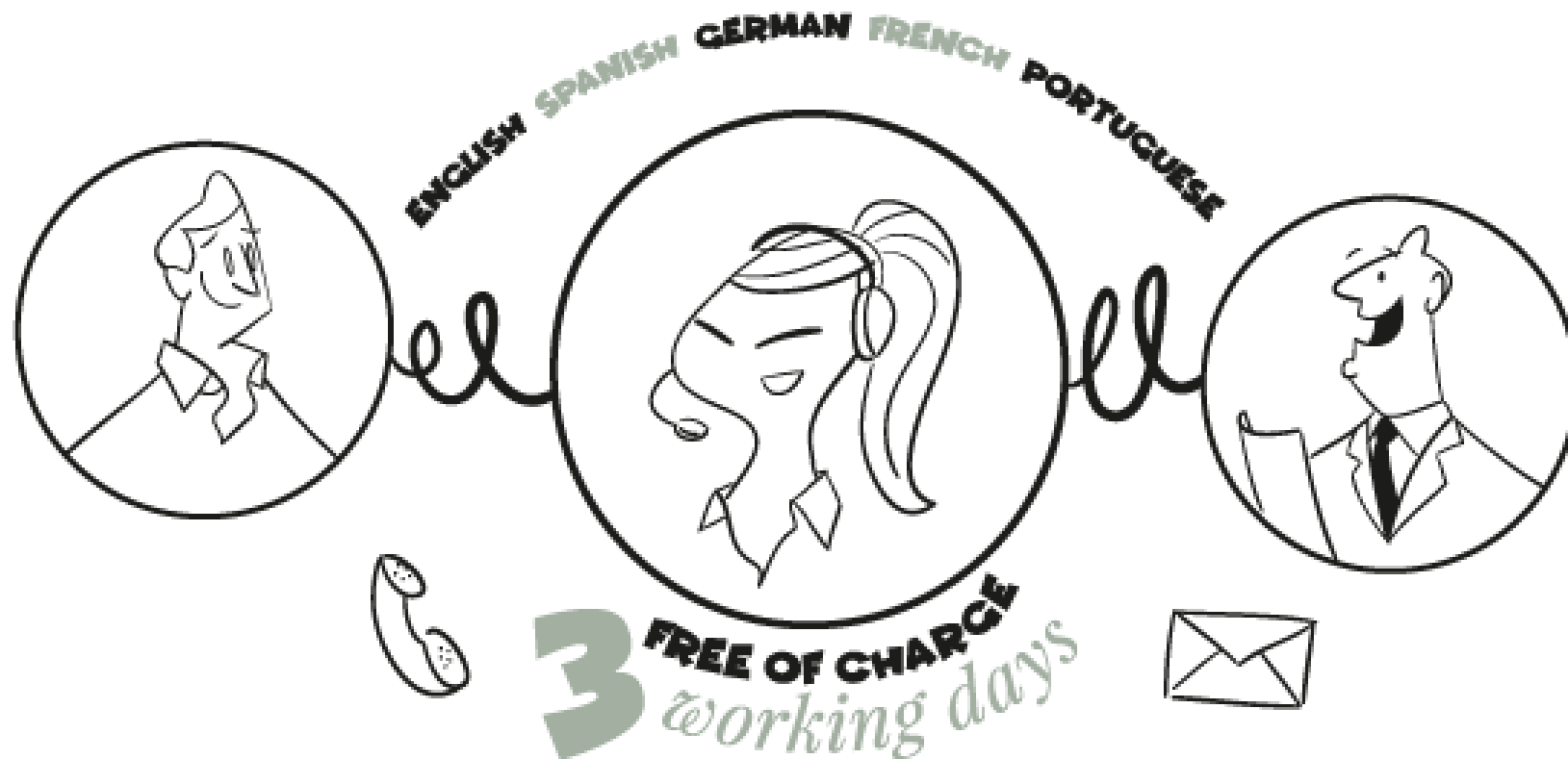
Combined use



what you get

- ***Maximize the value** of SMEs' intellectual property assets and improve their global **competitiveness**.*
- *Support in the **initial contacts** with local law enforcement agencies in the target countries.*
- ***Strengthen the links** between EU and Latin American companies with regards to the protection and enforcement of IPR.*
- *Help SMEs to **overcome** the existing **barriers***

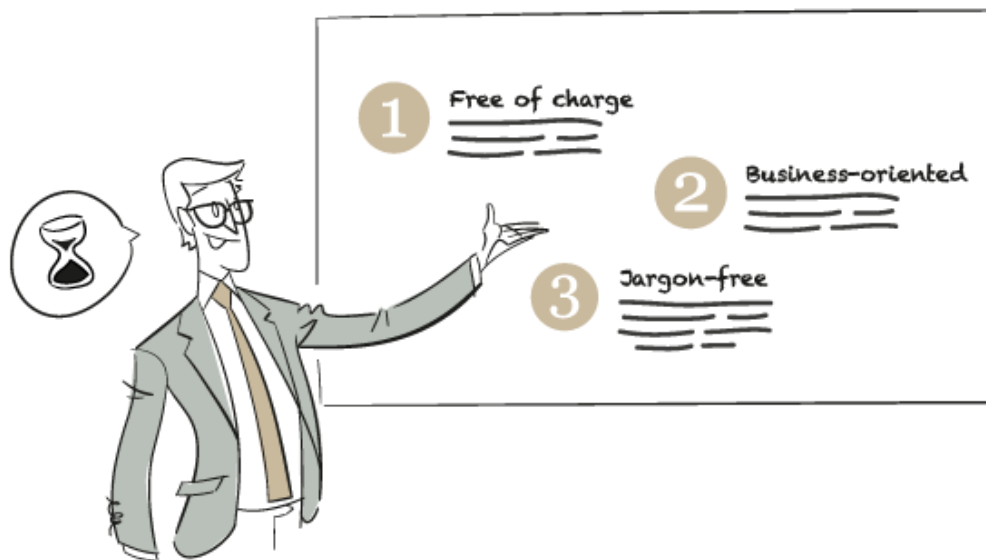
Main services



HELPLINE

helpline@latinamerica-ipr-helpdesk.eu

Main services



TRAINING

Check our events calendar:
<https://www.latinamerica-ipr-helpdesk.eu/events>

Main services

WWW.IPR-HUB.EU

Protecting your IP at Trade Fairs

For free, confidential, business-focused IP advice within three working days E-mail: question@china-iprhelpdesk.eu / question@latinamerica-iprhelpdesk.eu / question@south-east-asia-iprhelpdesk.eu

CHINA IPR SME HELPDESK LATIN AMERICA IPR SME HELPDESK SOUTH-EAST ASIA IPR SME HELPDESK

China IPR Considerations for European Businesses in the ICT Industries

For free, confidential, business-focused IP advice within three working days E-mail: question@china-iprhelpdesk.eu

1. Introduction

An invention patent has a term of twenty years and should be used to protect important inventions which have a relatively long life. On the other hand, the life of a utility model patent is only ten years. Because the novelty threshold for utility model patents is lower than that for invention patents, utility model patents are especially suitable for incremental inventions and technologies with a shorter life span. Practically, there are some differences in how invention patents and utility model patents are enforced in China, but there are no substantive differences in infringement and counter-claiming operations. Therefore, utility model patents should have a strategic position in a company's patent portfolio in China.

Design patents can be used to protect the shape, pattern, or colour (and combination of these attributes) of a product. For example, the shape of a phone or computer can be protected by design patents.

A software invention is more suitable for protection under an invention patent. The Chinese patentability standards for software inventions are similar to those in Europe, therefore a software invention that is patentable in Europe generally should be patentable in China. Due to IP rights being territorial in nature, such patents should be filed in China.

2.2 Trade Secret Protection

The essence of patents is trade secrets, they are complementary, yet equally patents. For a hardware invention, all those should be considered because each can protect your product in different ways.

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ONLINE RESOURCES

IP & SMART CITIES SHAPING THE FUTURE OF URBAN DEVELOPMENT

LATIN AMERICA IPR SME HELPDESK

WHAT IS A SMART CITY?

Smart cities are cities able to integrate energy, transport and IT technologies strategically into their daily operations. By applying innovations to the challenges they face, the environmental impact is reduced and citizens can see an improvement in their living standards.

WHY COMMIT TO SMART CITIES?

If your company (alone or through strategic alliances with complementary market players) can embrace a wide range of sectors, products, and technologies of interest for Smart Cities, it's a win. You will be able to offer tailor-made solutions based on the city's key priority (smart transportation, energy or infrastructure).

LATIN AMERICA TOP 5 SMART CITIES

Panama City PANAMA
San José COSTA RICA
Santiago CHILE
Montevideo URUGUAY
Buenos Aires ARGENTINA

CHALLENGES FACED BY LATIN AMERICA WITH THE DEVELOPMENT OF SMART CITIES

Economic development
Climate change
Urban planning
Environmental resource management
Mobility

SOUTH-EAST ASIA IPR SME HELPDESK

INDONESIA IP Country FACTSHEET

For free, confidential, business-focused IP advice within three working days E-mail: question@south-east-asia-iprhelpdesk.eu

1. THE FACTS: Business in Indonesia for EU Companies

Business in Indonesia for EU Companies SIZE OF MARKET

INDONESIA GDP in 2018 (USD 1.54 billion) (source: Indonesia)

INDONESIA GDP growth in 2018: 5.2% (source: Indonesia)

SIZE OF MARKET (Source: DG Trade)

- EU exports to goods from Indonesia in 2018: EUR 9.7 billion
- EU imports to goods from Indonesia in 2018: EUR 14.4 billion
- EU exports to services to Indonesia in 2017: EUR 4.3 billion
- EU imports to services to Indonesia in 2017: EUR 2.9 billion
- Total trade in services in 2017: EUR 7.2 billion

2. THE FACTS: Business in Indonesia for EU Companies

INDONESIA GDP in 2018 (USD 1.54 billion) (source: Indonesia)

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3. RELATED LINKS AND Additional Information

Additional services



IP COST TOOL

Pre-evaluation of costs related to IP management
in Latin American countries covered by the
Helpdesk.



IP DIAGNOSTIC TOOL

Self-evaluation tool for measuring your status in
terms of IP management and IP knowledge.

<https://www.latinamerica-ipr-helpdesk.eu/services>

CHINA SOUTH-EAST ASIA LATIN AMERICA

WE ARE IPR SME HELPDESKS

www.ipr-hub.eu

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