



**GOAL 1.1  
MATCHING TOOLS AND  
PRACTICES WITH USERS' NEEDS**

**PROGRAMME MANAGER**

Alvaro García

**TIMELINE**

January 2018 to December 2022

**INVESTMENT**

EUR 5 500 000

**STAFF INVOLVED**

6.5 FTEs

**MOST IMPACTED CAPITAL<sup>1</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Institutions

<sup>1</sup> As part of an integrated thinking approach, in 2016 the Office adopted the five capitals value creation model (human, organisational, relational, economic & environmental).

**ARISE + IPR SEA**

The Office has consolidated a **close cooperation with the European Commission to improve IP systems in non-EU countries/regions**. EU-funded projects are currently of two types, those funded under the EU's [Partnership Instrument](#) (such as the [IP Key projects](#)) and those funded under the [Cooperation/development Instruments - DCI/EDF/ENI](#) (such as the [ARISE + IPR](#)).

The main objective of **Arise + IPR** is **to support ASEAN regional integration** and further **upgrade and improve the systems for IP creation, protection, utilisation, administration and enforcement** in the region, in line with international IP best practice and EU standards.

**EXPECTED BENEFITS**

- Enhanced regional IP platforms and network
- Effective participation of the ASEAN Member States in global protection systems and other relevant international treaties in the IP field
- Increased awareness on the importance of IP protection in the ASEAN region
- Strengthened capacity of the IP administration in Cambodia, Lao PDR and Myanmar