



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

**PROGRAMME MANAGER**

Alvaro García

**TIMELINE**

September 2017 to August 2021

**INVESTMENT**

EUR 7 000 000

**STAFF INVOLVED**

10 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).

**IP KEY CHINA**

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](#) ones) and those funded under the [cooperation and development Instruments-DCI/EDF/ENI](#) (for instance: [ARISE + IPR](#)).

Under the **IP Key projects**, the Office signed **three cooperation agreements with the European Commission** (DG TRADE and the FPI) designed to **support EU interests** and elevate the playing field for EU businesses by helping third countries to address specific challenges **in the area of IP**.

[IP Key China](#) aims to **support and facilitate market access to international firms and innovators**, especially considering concerns expressed by EU businesses. In addition, it supports the **EU-China IP Dialogue Mechanism**, a platform where all issues related to **the protection and enforcement of IP** can be discussed, following many years of cooperation between the EU and China on IP matters.

**EXPECTED BENEFITS**

- Ensured market access for the EU working in cooperation with the Chinese authorities
- Increased transparency
- Improved implementation of IP and IP enforcement systems
- Raised awareness on the importance of IP in the region