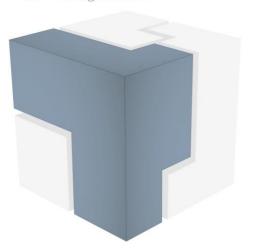




Strategic driver 01



GOAL 1.1: MATCHING TOOLS AND PRACTICES WITH USERS' NEEDS

TIMELINE

September 2017 to August 2025

INVESTMENT

EUR 11.6 million

STAFF INVOLVED

20 FTEs (1)

MOST IMPACTED CAPITAL (²)

Relational

MOST IMPACTED STAKEHOLDER

Institutions

- 1. Full-time equivalent.
- 2. As part of an integrated thinking approach, in 2016 the Office adopted a five-capitals value creation model (human, organisational, relational, economic and environmental).

IP KEY CHINA

The Office works in close cooperation with the European Commission to improve intellectual property (IP) systems in non-EU countries and regions.

Under the **IP Key projects,** the Office signed three **cooperation agreements with the European Commission** - Directorate-General for Trade (DG TRADE) and the Service for Foreign Policy Instruments (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.**

<u>IP Key China</u> aims to facilitate market access to firms and innovators, focusing on the concerns of EU businesses. It also supports the EU-China IP Dialogue Mechanism, where all IP protection and enforcement issues have been discussed over many years. Focusing on IP rights, IP Key China works on both the mutual understanding and protection of the interests of EU economic operators doing business in China.

EXPECTED BENEFITS

- ensured market access for the EU while working in cooperation with Chinese authorities;
- increased transparency;
- improved implementation of IP and enforcement systems;
- raised awareness among the public and authorities on the importance of IP protection and enforcement.