



**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.**

[IP Key China](#) 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.