



**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**

9.5 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).

**IP KEY SOUTHEAST ASIA**

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 SEA](#) (South East Asia) is designed to **support the interests of the European Union** by helping countries address specific emerging challenges **in the area of IP**. Its aim is to support the level of **IPR protection and IP enforcement** in the region and to facilitate market access to international trading partners, especially EU businesses and innovators.

**EXPECTED BENEFITS**

- Improved application of IP rules and regulations
- High quality and expeditious processing of IP files
- Appropriate level of enforcement
- Raised awareness on the importance of the protection of IP
- Lesser protectionism measures or market access barriers for international enterprises