



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

**TIMELINE**

September 2017 to August 2022

**INVESTMENT**

EUR 7.0 million

**STAFF INVOLVED**

10.0 FTEs<sup>1</sup>

**MOST IMPACTED CAPITAL<sup>2</sup>**

Relational

**MOST IMPACTED STAKEHOLDER**

Institutions

<sup>1</sup> Full-time equivalent

<sup>2</sup> As part of an integrated thinking approach, in 2016 the Office adopted a five capitals value creation model (human, organisational, relational, economic & environmental).

**IP KEY CHINA**

The Office works in **close cooperation with the European Commission to improve intellectual property (IP) systems in non-EU countries or regions**. There are currently two types of EU-funded project: those funded under the EU's [Partnership Instrument](#) (such as the [IP Key](#)) and those funded under the [Development Cooperation Instruments](#) (DCI/EDF/ENI) (for instance: [ARISE + IPR](#)).

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 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