



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

TIMELINE

September 2017 to August 2021

INVESTMENT

EUR 7.0 million

STAFF INVOLVED

9.5 FTEs¹

MOST IMPACTED CAPITAL²

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 & environmental).

IP KEY SOUTHEAST ASIA

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](#) (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 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 **intellectual property rights (IPRs) 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

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- Lesser protectionism measures or market access barriers for international enterprises