



PRESS RELEASE

## Supporting Intellectual Property Rights for greater economic integration in the ASEAN region

*Bandar Seri Begawan, 30 March 2018* – The European Union partners with ASEAN countries to further regional integration through the enhanced management, protection and enforcement of Intellectual Property Rights (IPRs).

As a part of this cooperation, today sees the launch of the Arise + IPR project – a EUR 5.5 million project which is funded by the EU and implemented by the European Union Intellectual Property Office (EUIPO), an EU agency based in Alicante, Spain.

Through close cooperation with the ASEAN countries and the private sector over the next 5 years, the project aims to:

- Create a robust IPR system by supporting the ASEAN Intellectual Property (IP) offices to deliver timely, quality and accessible trade mark and design services to their users
- Enhance the ASEAN Economic Community by developing platforms and creating infrastructures
- Extend the ASEAN IP Networks and their engagement
- Create a regional mechanism to promote asset creation and commercialisation, focusing particularly on Geographical Indications (GI)
- Increase awareness of the importance of IP and its value for the national economies and for businesses

Arise + IPR builds on the strong cooperation developed between the European Union and the ASEAN countries and will support ASEAN in reaching its goals set out in the ASEAN IPR Action Plan 2016 – 2025. The project also aims to support greater economic integration in the ASEAN region through the implementation of the ASEAN Economic Community Blueprint 2015.

The Executive Director of EUIPO, António Campinos, said:

In our increasingly globalised world, intellectual property rights have never been so important for businesses and economies. International cooperation is key to ensuring that companies of all sizes can rely on robust IP rights systems to secure the protection that they need to help their businesses grow, no matter where they are. This is at the heart of our cooperation work in the ASEAN region.

Ambassador Francisco Fontan, Head of the Delegation of the European Union to ASEAN said:

Intellectual Property Rights are at the heart of economic growth in modern economies in the EU and in ASEAN, promoting innovation, creating jobs and reinforcing competitiveness. The EU is proud to support this new initiative which will bring our two regions even closer through capacity building, harmonization of standards and, ultimately, sustainable development.

### NEXT STEPS

Regional activities will be organised targeting ASEAN as a whole, with the aim of promoting regional harmonisation, convergence of practice, coordination and cooperation. ARISE + IPR continues to pursue the 'enhanced cooperation' approach adopted already under the previous regional IPR project.



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



One of the priorities of Arise + IPR is to support ASEAN IP offices in their objective to improve the services they provide to their users and stakeholders. Over the next five years, the project aims to offer a set of online tools to interested IP offices that will support the creation of an ASEAN trade mark registration system. Arise + IPR will also look for synergies and best practice among all ASEAN IP offices. This approach will contribute to increased quality in the examination of IPRs as well as offering users and stakeholders increased predictability in the outcome of the examination process. The project will also support the IP offices in setting up common examination guidelines and in promoting an increased use of the ASEAN common guidelines.

## BACKGROUND

The European Union (EU) and ASEAN have been cooperating in the field of IP since 1993. Arise + IPR, launched today, builds on previous projects in the field of IP such as ECAP, ECAP II and ECAP III. EU-ASEAN cooperation has already resulted in the creation of a series of free, online, regularly updated, multilingual search databases: [ASEAN TMview](#), [ASEAN TMclass](#), [ASEAN DesignView](#) and the ASEAN GI database, containing trade mark, design, classification and geographical indication information from the ASEAN Member States.

## ABOUT THE EUIPO

The [European Union Intellectual Property Office](#) (EUIPO) is a decentralised agency of the European Union, based in Alicante, Spain. It manages the registration of the European Union trade mark (EUTM) and the registered Community design (RCD), both of which provide intellectual property protection in all 28 EU Member States, as well as carrying out cooperation activities with the national and regional intellectual property offices of the EU. On behalf of the EU, EUIPO is also implementing other EU-funded projects, which fall under the Partnership Instrument and are coordinated by DG Trade. These projects are implemented in China (People's Republic), Latin America and South East Asia.

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