



About ARISE+

The ARISE Plus Intellectual Property Rights (ARISE+ IPR) project falls under the framework of the Enhanced ASEAN Regional Integration Support Programme, funded by the European Union (EU) under the Development Cooperation Instrument (DCI). The aim of ARISE is to support the implementation of key regional initiatives prioritised in the Master Plan for ASEAN Connectivity, to build the ASEAN single market and production base.

The 5 year, EUR 5.5 million EUR Intellectual Property component (ARISE+IPR) supports regional integration in the field of intellectual property cooperation.

About ARISE+IPR

The European Union (EU) and ASEAN have been cooperating in the field of IP for almost three decades, starting in 1993 with the ECAP and finalising in 2017 with ECAP III.

ARISE+IPR builds upon a strong cooperation developed between the EU and the ASEAN countries in the area of Intellectual Property and, it is meant to support ASEAN in meeting its goals set out in the ASEAN IPR Action Plan 2016 – 2025 and the ASEAN Economic Community Blueprint 2015.

In terms of geographical coverage, the project is pursuing a regional 'enhanced cooperation approach' aimed at ASEAN as a whole - promoting regional harmonisation, convergence of practice, coordination and cooperation among the ASEAN Member States on IP within the framework of the ASEAN Economic Community Blueprint 2015. In terms of thematic coverage, the project focuses on trademarks, industrial designs, geographical indications (GIs), and enforcement.

www.ariseplusipr.eu

ARISE+IPR undertakes a wide range of activities, aimed at supporting ASEAN IP offices in enhancing the quality and timeliness of their service, raising awareness on the importance of intellectual property and IPR enforcement among the business communities, especially Micro-Small and Medium-Sized Enterprises (MSMEs), while creating and maintaining viable networks and best practices exchanges.

The duration of the project is 60 months, starting from 1st of January 2018.

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

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Objectives:

- Institutional **capacity building** - towards more efficient ASEAN IP Offices
- **Enhance participation** of ASEAN countries in international IP treaties and systems – makes doing business easier in the globalized world
- **Increase political and public awareness** of the importance of IPR protection and enforcement
- **Reinforce capacity of ASEAN businesses** to protect, utilize, commercialize and enforce their IP rights
- **Specific support to Cambodia, Lao PDR and Myanmar** to promote IPR and innovation in their countries

Key Benefits

- **More robust, inclusive and harmonised ASEAN IP system**
- **Innovative tools and databases**
Access to information
- **More opportunities for businesses to generate value from their products**
- **Easier for businesses to operate across the ASEAN region**
- **More technical expertise and experience**

Let's work together

What kinds of activities are available?

- Learning & sharing: conferences, seminars, round-tables workshops, peer-to-peer exchanges, trainings, study visits
- Sharing Innovation: technical support and advice (IT tools)
- Providing knowledge: feasibility studies
- Informing: publications, press releases, newsletters, factsheets, booklets, etc.
- Technical assistance

Partners & Stakeholders

The main project partners are the 10 ASEAN IP Offices and the ASEAN Secretariat.

Targeted beneficiaries include: IP officials, micro, small and medium enterprises (MSME), the agriculture sector, producers' associations, the judiciary, enforcement agencies, customs agencies, IP practitioners, and the ASEAN general public.

More information

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