



## Winners announced for ASEAN furniture design contest

*Bangkok, Thailand. 17 October 2018*

The winners of the Creative ASEAN Furniture Design Contest were announced today during an awards ceremony at Style Fair 2018 in Bangkok.

The Head of Operations of the European Union Delegation to Thailand Jerome Pons and the Director General of the Department of Intellectual Property (DIP) Thailand Thosapone Dansuputra awarded trophies to the winning designers, namely Su Htwe (Myanmar), Ong Sze Xian (Malaysia), Clark Mendoza (Philippines), Jessica Wong (Singapore), Wareesa Lakanathampichit and Artipon Deewongkij (Thailand), and Nguyen Thi Huyen Trang (Viet Nam).

The winners will exhibit their works at a dedicated exhibition area during the four-day fair, and attend a study visit to a leading furniture design company in Southeast Asia. The study visit will give the winning designers the opportunity to interact with senior furniture designers to enhance their skills and gain a better appreciation of the importance of protecting their designs.

The winning designs were selected from a large number of high-quality submissions received from the participating countries. The submissions were carefully evaluated against a comprehensive set of criteria, including technical aspects, aesthetics, sustainability, originality and innovation.

Organised by the EU-funded ARISE+ IPR programme and the DIP, the contest aims to raise awareness among designers in the region on the importance of creativity and protecting their intellectual property (IP). Original furniture pieces may be protected under industrial design and copyright laws, particularly for ornamental aspects, which distinguish the product to consumers. The protection of IP rights helps prevent the design from being copied, allowing the creator to maximise the financial gains that result from their creativity.

The winning furniture designs are on display at Style Fair 2018 at BITEC in Bangkok from 17-21 October.

### **ABOUT ARISE + IPR**

The ARISE Plus Intellectual Property Rights (ARISE+ IPR) programme is one of the components under the Enhanced ASEAN Regional Integration Support from the European Union (EU), or ARISE Plus. The five-year, €5.5 million ARISE+ IPR programme supports regional integration through intellectual property (IP) cooperation and aims to upgrade the IP systems for creation, protection, utilisation, administration and enforcement, in line with international best practices and standards and the strategic objectives of the ASEAN IPR Action Plan 2016-2025<sup>1</sup>.

<sup>1</sup> [www.aseanip.org/Resources/ASEAN-IPR-Action-Plan-2016-2025](http://www.aseanip.org/Resources/ASEAN-IPR-Action-Plan-2016-2025)





ARISE+ IPR aims to:

- Enhance participation of ASEAN Member States in international IP treaties and global systems
- Contribute to institutional capacity building towards more efficient ASEAN IP offices
- Increase political and public awareness of the importance of IP protection and enforcement
- Reinforce the capacity of ASEAN businesses to commercialise and protect their IP rights
- Provide tailor-made support to Cambodia, Lao PDR and Myanmar to promote IP rights and innovation

ARISE+ IPR operates concurrently with another EU-funded project also implemented by the EUIPO, [IP Key SEA](#), which shares the same thematic and geographical scope. Each programme has a distinct focus and approach, with ARISE+ IPR targeting economic integration within ASEAN and IP Key SEA focusing on fostering convergence in the area of IP between individual Southeast Asian nations and the EU, particularly with a view to supporting bilateral trade agreements with comprehensive chapters on intellectual property rights, whether concluded or under negotiation, as well as IP dialogues. The programmes are complementary and have the same ultimate objective: to improve the intellectual property environment in the region for the benefit of all stakeholders operating with and within the region.

#### **ABOUT THE EUIPO:**

The European Union Intellectual Property Office (EUIPO) is an agency of the EU, 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 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. Under the goals of its Strategic Plan 2020, the EUIPO, in cooperation with national and regional EU IP offices, aims to promote global cooperation on IP between EU partners, third countries and multilateral organisations.

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