

SCOPE IPR

EU-ASEAN Sustainable Connectivity
Package - Intellectual Property Rights



the European Union

EUIPO and ASEAN Strengthen Geographical Indication Protection for Southeast Asia's Products

Luang Prabang, Laos, 18 December 2024 – The European Union Intellectual Property Office (EUIPO), as a leading global authority on intellectual property (IP), has partnered with the Association of Southeast Asian Nations (ASEAN) to host the ‘*GI for ASEAN Countries, Prospect and Challenges*’ conference in Luang Prabang, Laos. At this event, the EUIPO brought together IP officials and geographical indication (GI) stakeholders from ASEAN Member States to enhance awareness and capacity in the registration and protection of GI products across the region.

Held in the context of the EU-ASEAN Sustainable Connectivity Package – Intellectual Property Rights (SCOPE IPR) project, the conference highlighted the importance of IP protection in supporting Southeast Asia's productive sectors and in helping local producers to create, protect and commercialise their IP rights. The 2016-2025 ASEAN IPR Action Plan, which prioritises regional IP mechanisms to promote the creation and commercialisation of valuable assets, such as GIs, served as a guiding framework for the event.

As the international registration authority for GIs, the EUIPO has a strong track record of promoting the protection and valorisation of GIs worldwide. The EUIPO was recently entrusted with managing the registration of craft and industrial GIs at the EU level, the first applications can be filed from 1 December 2025.

The EUIPO's work with ASEAN aims to safeguard and elevate the status of the region's unique products, helping them thrive in global markets and attract business partnerships. By supporting IP officials in the ASEAN region to strengthen GI systems, the EUIPO strives to ensure that products like Luang Prabang silk are not only protected but celebrated globally.

On 17 December, EUIPO and ASEAN delegates visited local silk producers in Luang Prabang. Registered as a GI, Luang Prabang silk presents the value that GI protection can bring to unique products across Southeast Asia. This visit highlighted the importance of preserving the cultural and economic value of local products, as well as the role GIs can play in promoting sustainable development and international recognition.

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About SCOPE IPR

The EU-ASEAN Sustainable Connectivity Package – Intellectual Property Rights (SCOPE IPR) programme builds on the EU's continued support for IP rights protection in ASEAN, following the successful implementation of the ARISE+ IPR project (2018-2023). With SCOPE IPR, the EU continues strengthening IP frameworks and collaboration across the region, ensuring ongoing progress in IP rights protection, in line with international best practices and standards and the strategic objectives of the ASEAN IPR Action Plan 2016-2025.

The 4-year, EUR 4.3 million SCOPE IPR programme supports regional coordination of policy frameworks, regulations and practices on Intellectual Property among ASEAN Member States and the EU.

SCOPE IPR aims to:

- Provide technical assistance to improve legal and regulatory IP frameworks, enabling ASEAN Member States to participate more fully in global IP protection systems.
- Support the development of ASEAN IPR policy frameworks, including the ASEAN IPR Action Plan and regional platforms.
- Organise networking and capacity-building activities to enhance the capacity of ASEAN Intellectual Property Offices to deliver timely, quality services.
- Deliver capacity building for the private sector and raise targeted awareness on IP among key stakeholders and the general public.

SCOPE IPR operates concurrently with another EU-funded project, also implemented by the EUIPO, IP Key South-East Asia (SEA) Phase 2, which shares the same thematic and geographical scope. Each programme has a distinct focus and approach, with SCOPE IPR targeting economic integration within ASEAN, and IP Key SEA focusing on fostering IP convergence between individual Southeast Asian nations and the EU, to support bilateral trade agreements with comprehensive chapters on IP rights, whether concluded or under negotiation, and IP dialogues. The programmes are complementary and have the same ultimate objective: to improve the IP 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 one of the largest decentralised agencies of the European Union, based in Alicante, Spain. In 2024, it was ranked as the [most innovative IP office in the world](#) for the fifth time. Celebrating its 30th anniversary in 2024, the EUIPO has managed the registration of EU trade marks since 1994 and designs since 2003, both of which are intellectual property rights that cover the 27 Member States of the European Union. In 2023, the agency added another IP right, craft and industrial geographical indications, to its portfolio. The EUIPO also carries out cooperation activities at EU and international level to create a level playing field in the world of IP and hosts the [European Observatory on Infringements of Intellectual Property Rights](#).

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