

EU4IP

Strengthening Intellectual Property
Rights in Georgia, Moldova and Ukraine



Funded by
the European Union

EU4IP – Inauguration Conference

25 March 2024 - Chisinau



EU4Business

INTERNATIONAL COOPERATION

The EUIPO supports the European Commission to implement IP policies under EU external actions:

(i) to promote **robust IP systems** in third countries for economic development, (ii) to facilitate **FTA negotiations/implementation** and (iii) bring institutional and regulatory **frameworks closer together** for the benefit of business.

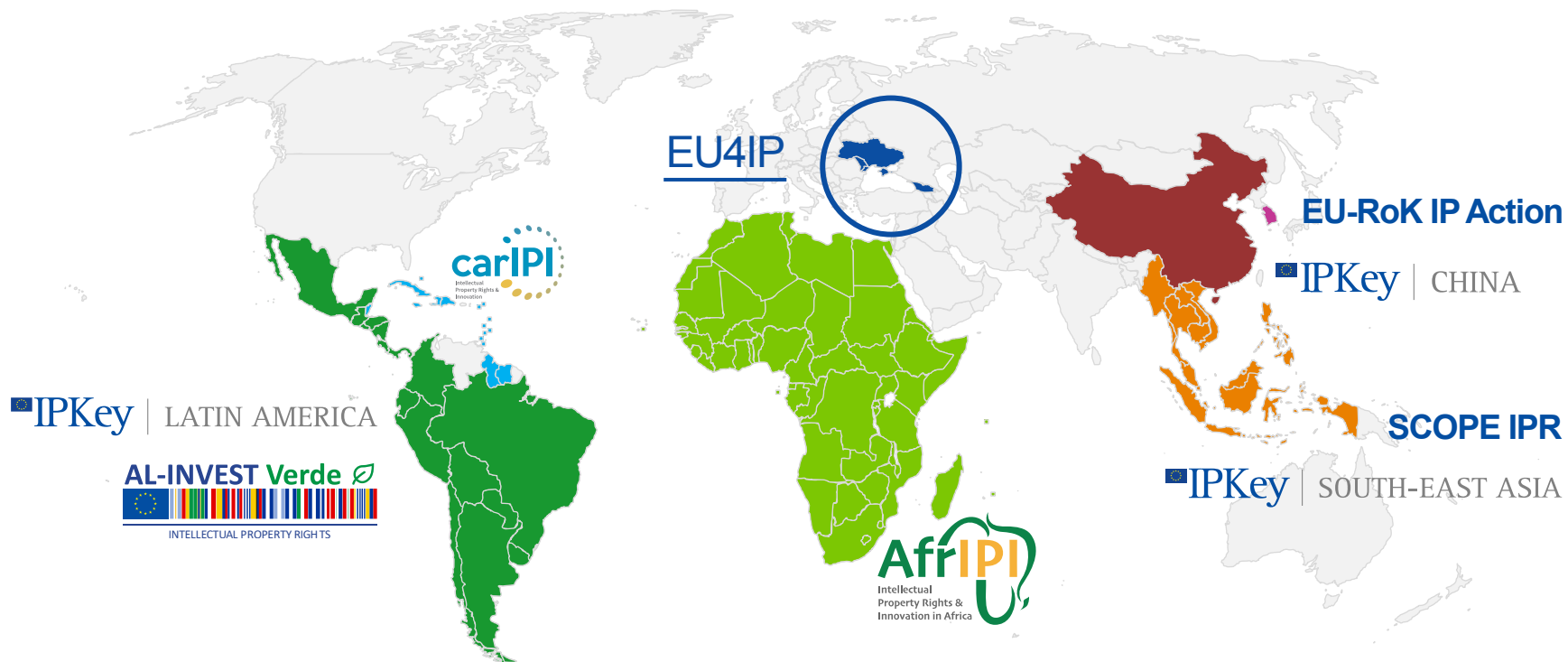
- **New EU trade policy**
open strategic autonomy (FTA negotiations and implementation)
- **EU cooperation and development**
seeking partners in the international arena for sustainable development
- **IP Action Plan**
lack of global fair play
- **European Neighbourhood and Enlargement Policy**
deepening and strengthening relations with EU neighbouring countries



INTERNATIONAL COOPERATION

EU4IP

Strengthening Intellectual Property Rights in Georgia, Moldova and Ukraine



RATIONALE

- EUIPO has a track record of **successful IP projects** under the DCI, EDF, ENI and PI funding instruments, including the successful **EUGIPP** project in Georgia (2020 to 2023).
- EUIPO has also carried out specific **bilateral technical activities** with Georgia, Moldova and Ukraine under the Memoranda of Understanding with the three associated countries.
- Countries have made progress at different levels of alignment with the **EU IP acquis**, but need to make **further** progress in implementing **legislative reforms** and **enforcement**.
- The EUGIPP project has led to **positive IP cooperation initiatives** in Georgia (e.g. adoption of EUIPN practices, examination Guidelines, etc...).
- The approach to activities will be similar to that of EUGIPP, **demand-driven support** according to **national interests**.

#TEAMEUROPE

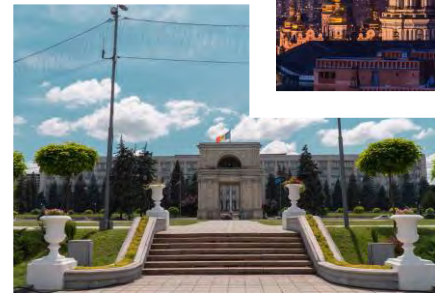
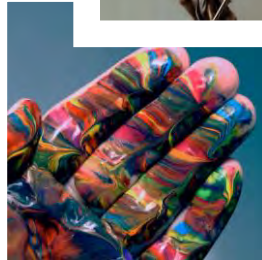


AREAS OF SUPPORT



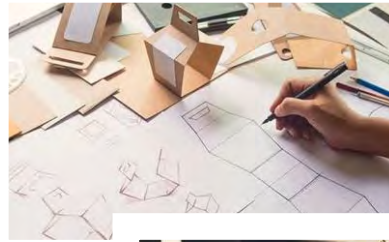
OVERALL OBJECTIVE

... to **use IP** as a fundamental instrument in creating a favourable environment for **innovation, creativeness and free competition**, for the economic and cultural development of **Georgia, Moldova and Ukraine**, strengthening its SMEs potential, raising the level of investment attractiveness.



SPECIFIC OBJECTIVE

... to contribute to an adequate and effective level of **registration, protection and enforcement of IPRs** in Georgia, Moldova and Ukraine in line with the international and European **best practices**, according to the **commitments** of the respective Association Agreements and in support of the negotiations for **EU membership**.



EXPECTED RESULTS

Expected result 1 - Improved IP legal and policy framework facilitating participation in global protection systems. Support to the EU accession process and implementation of trade agreements and IP dialogues.

- Cluster 1.1 - Support for the development of IP legal and policy frameworks for the accession process and effective implementation of IP provisions of the trade agreements and IP dialogues.
- Cluster 1.2 - Preparation, promotion and technical assistance for accession to and implementation of international IP conventions and treaties.



EXPECTED RESULTS

Expected result 2 - Strengthened IP institutions, networks and tools for a more efficient IP protection system, promoting regional harmonisation and progressive alignment with rules, standards, policies and practices with a view to EU membership.

- Cluster 2.1 - Capacity building for national IP offices on relevant IP rights issues.
- Cluster 2.2 - Modernisation of IP administration (IPOs) and IT tools.



EXPECTED RESULTS

Expected result 3 - Increased public awareness of the value of IP and increased capacity of SMEs/productive sector to protect, manage, commercialise and enforce their IP rights.

- Cluster 3.1 - Promotion of the benefits of IP.
- Cluster 3.2 - Capacity building, promotion and support services for the productive sector.
- Cluster 3.3 - Development and dissemination of IP education and/or e-learning materials.



EXPECTED RESULTS

Expected result 4 - Enhanced cooperation in the enforcement of IP rights in line with the Association Agreement commitments and accession process priorities, including the fight against counterfeit goods.

- Cluster 4.1 - Adequate and targeted capacity building for enforcement authorities.
- Cluster 4.2 - Exchange of methodologies, development of studies to support evidence-based policy making in the fight against IPR infringements (counterfeiting and piracy).

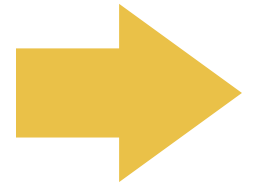


NEXT STEPS

INCEPTION PHASE

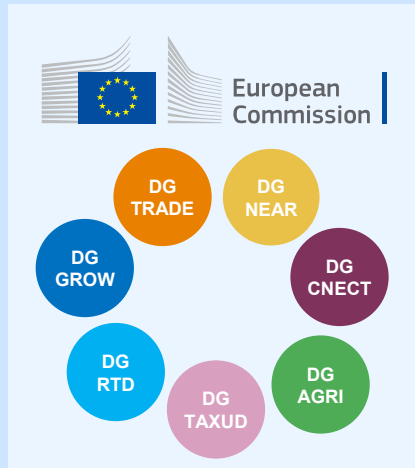
6 months

- Set-up the project management team.
- Develop stakeholder networks and engagement.
- Preparation of awareness and communication tools.
- Inauguration conference – launch event
- Ad-hoc activities in support of the enlargement and DCFTA agenda.
- Stakeholder consultations to develop the Overall Work Plan and the 1st Annual Work Plan.
- Project Steering Committee meeting.



GOVERNANCE

GOVERNING BODIES



Potential observers: EPO, CPVO, WIPO

EU4IP TEAM

Supervision and monitoring all financial and operational project activities in compliance with contractual provisions

Álvaro GARCÍA ALCÁZAR

PROJECT DIRECTOR



Overall planning and implementation of the project activities in the region and relations with counterparts in Georgia, Moldova and Ukraine

Ibon ORMAZABAL HERRERO

PROJECT LEADER



IP expert assigned by the project to support the action implementation in Moldova

TBC

IPR EXPERT - ACTIVITY COORDINATOR



IP expert assigned by the project to support the action implementation in Ukraine

TBC

IPR EXPERT - ACTIVITY COORDINATOR



Support organisation of project activities, logistical arrangements and other operational support as needed

Raúl VILLAR MARTÍNEZ

PROJECT SUPPORT OFFICER



Responsible for the effective implementation of awareness-raising activities and liaise and engage with media and communication stakeholders

TBC

PROJECT SUPPORT OFFICER (AWARENESS)



Coordination of the project activities with EUIPO, European institutions and project experts

TBC

PROJECT OFFICER



Responsible for the budgetary and financial management of the Action

Maria CATAVEL

FINANCIAL OFFICER



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COMMUNICATIONS



Supporting **EU businesses** around the world



<https://internationalipcooperation.eu/en>

www.eu4ip.eu

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