

PRESS RELEASE

## **ASEAN and EUIPO Advance Regional Design Examination Standards in the Digital Era**

Jakarta, 7 August 2025

The European Union Intellectual Property Office (EUIPO), through the SCOPE IPR project, in cooperation with the ASEAN Secretariat, successfully conducted the “Workshop for New and Mid-level Examiners on the Examination of Industrial Designs in the Digital Age” in Jakarta, Indonesia, between 6-7 August 2025. The regional workshop brought together new and mid-level design examiners from ASEAN Member States, enhancing their technical expertise and reinforcing shared commitments to high-quality IP services in the region.

This regional capacity-building initiative focused on both foundational and emerging issues relevant to industrial design protection in today’s fast-evolving digital landscape. Discussions covered core principles of design representation, the use of product indication and the Locarno Classification, the role of public policy, morality, and public order in examination decisions, and the impact of digital technologies and artificial intelligence on IP operations.

The sessions also explored how industrial design examiners contribute to building a more transparent and reliable system for protecting design-driven innovation. Peer-to-peer exchanges encouraged practical reflection on aligning examination practices with international best practices.

The workshop highlighted the critical role of industrial design examiners in ensuring that the value of design protection is understood and effectively applied in practice, particularly as the region moves toward greater harmonisation and integration.

This initiative directly contributes to Strategic Goal 1 of the ASEAN Intellectual Property Rights Action Plan, which aims to build stronger IP offices capable of delivering timely, consistent, and high-quality services to users.

Through the SCOPE IPR project, the EUIPO continues to work in close partnership with ASEAN and its Member States to build effective and responsive IP systems that support creativity, economic development, and innovation across Southeast Asia.

##END##

**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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