

PRESS RELEASE

ASEAN and EUIPO Conclude Regional Seminars on Trade Mark and Industrial Design Systems

Kuala Lumpur, 13 August 2025

A regional series of intellectual property (IP) seminars organised by the European Union Intellectual Property Office (EUIPO), through the SCOPE IPR project and in collaboration with the ASEAN Secretariat and the IP Offices of Indonesia, Malaysia, and Thailand, successfully concluded with strong participation from SMEs, designers, exporters, and IP professionals across Southeast Asia.

The events, held from 29–31 July 2025, and followed by national seminars on 1 August in Bangkok, 5 August in Jakarta, and 13 August in Kuala Lumpur, aimed to promote greater awareness and use of national, EU, and international systems for trade mark and industrial design protection. The sessions covered practical pathways for registration through the Madrid Protocol and the Hague Agreement, highlighting how these frameworks can empower ASEAN businesses to secure their IP assets globally.

Participants heard from international experts and national IP leaders who offered technical guidance and strategic insights on aligning national IP frameworks with global best practices. The sessions also included detailed briefings on how international registration systems streamline the process of protecting IP across borders.

This series of seminars is part of a broader EU support for the development of Southeast Asia's IP infrastructure. Through the SCOPE IPR project, the EUIPO is working closely with ASEAN Member States to strengthen the institutional capacity of national IP offices and promote harmonised systems that benefit businesses, innovators, and creators across the region.

These activities also contribute to the implementation of the ASEAN Intellectual Property Rights Action Plan, particularly in the areas of asset creation and commercialisation through international IP systems.

To learn more about the EU trade mark and industrial design systems, please visit: bit.ly/43WtG70

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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.

PRESS CONTACTS

M Karim Wirasaputra: karim.wirasaputra@scopeipr.eu and

SCOPE IPR: scope-ipr@euipo.europa.eu

Website: <https://internationalipcooperation.eu/en/scopeipr>