The European Union and the ASEAN: a long lasting and successful cooperation on Intellectual Property Rights

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The project was designed in 2013 to support ASEAN regional integration and further upgrade and harmonize the systems for Intellectual Property creation, protection, administration and enforcement in the ASEAN region. The support is in line with international standards and with the ASEAN Intellectual Property Right Action Plan.

EU Ambassador to Thailand, Mr. Jesus Miguel Sanz, regarded the success of the EU project as a result of "the openness of ASEAN authorities to further develop the intellectual property systems in the region and to promote regional collaboration and integration". "The excellent collaboration between both regions will continue in the years to come with a new EUR 5,5 million programme which will start later in 2017", Ambassador Sanz added.

The Chair of the ASEAN Working Group on Intellectual Property Cooperation Ms. Sharinah Yusof Khan, Director of the Brunei Darussalam Intellectual Property Office “expressed appreciation, on behalf of the ASEAN Member States, to the European Union for the continued support to ASEAN integration efforts through intellectual property rights cooperation The Intellectual Property Offices of ASEAN countries look forward to renewing their collaboration with the European Union under a new cooperation programme".

Background:

The project Steering Committee held a meeting in Vientiane, Lao PDR on 17 February 2017. During
the meeting, key results of the project were presented and the new programme on intellectual property rights from 2017-2021 was also discussed. The meeting was co-chaired by Ms. Khan and Mr. Jerome Pons, Head of Cooperation at the EU Delegation to Thailand.

The main areas of focus of the EU programme were trademarks and industrial designs, geographical indications, and related issues relating to the protection and enforcement of intellectual property rights in the ASEAN region. Capacity building activities, enhancement of legal and policy frameworks, better use of the Intellectual Property system by businesses, and intensified collaboration among ASEAN Member States authorities were supported under the auspices of the project in the last four years.

The registration of Kampot Pepper as a protected geographical indication in the EU and the development of online public databases that have improved access to information about the trademarks and industrial designs that are protected in ASEAN are two concrete examples of the project's achievements.

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