

SOUTH-EAST ASIA IPR SME HELPDESK

2015-2016



One of the fastest growing economies in the world

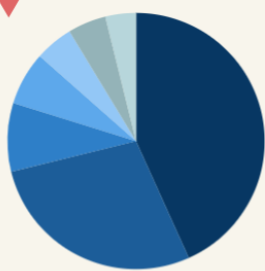


10 diverse countries



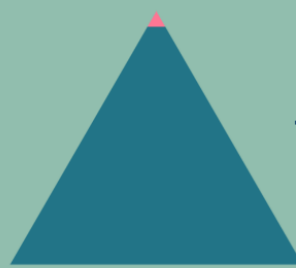
620 million people

Enquiry Helpline



Distribution of enquiries per industry

- General (43.27%)
- Fashion and design (27.88%)
- Cleantech (8.65%)
- Creative industries (6.73%)
- ICT (4.81%)
- Food and beverage (4.81%)
- Other (3.85%)



Type of IP enquiry

- Prevention (94%)
- Enforcement (6%)



General: 48%



Copyright: 19%



Trade mark: 17%

Trainings

Events in Europe



Poland: 2



Italy: 1



Luxembourg: 2



Belgium: 3



Austria: 1



Sweden: 1



UK: 1



Hungary: 1



Latvia: 1



Germany: 2

Events in South-East Asia



- Cambodia (12.50%)
- Malaysia (12.50%)
- Singapore (12.50%)
- Vietnam (62.50%)

Materials

Updates

Thailand factsheet
Vietnam factsheet

'Top 20 IP considerations'



Podcasts

7 new Espresso IP podcast

Vietnam and Philippines series



Blogs

38 blog posts

Your IP Insider blog page views: 13,559



Articles

35 articles published



Communications

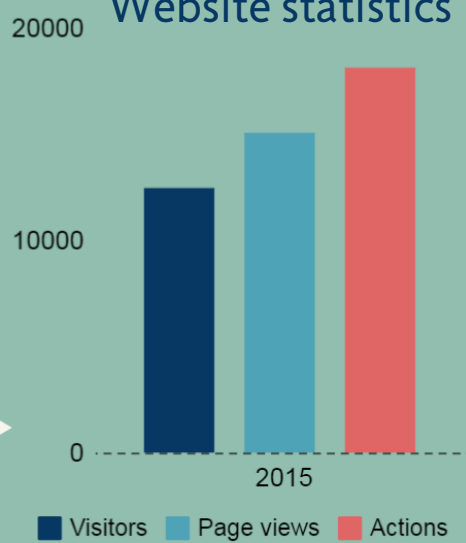
Subscribers

Partner E-bulletin: 950

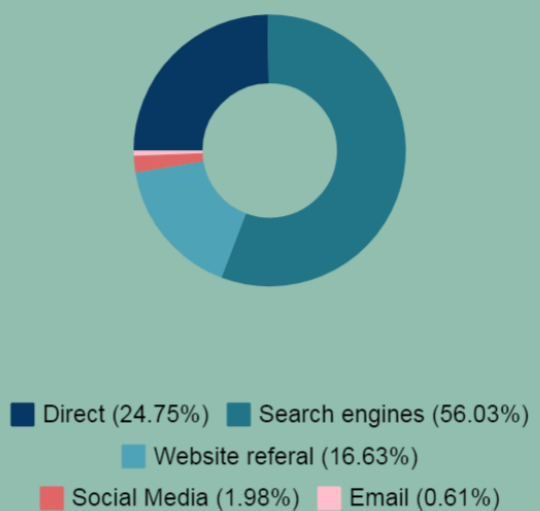
Newsletter: 932

Expert E-bulletin: 50

Website statistics



Traffic sources



Social Media



YouTube channel hits: 1137



Twitter followers: 956



Facebook likes: 1237



LinkedIn connections: 128

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