



LATIN AMERICA IP SME HELPDESK

The Latin America IPR SME Helpdesk is a **free of charge first-line service** whose main focus is to improve the *awareness, management and protection of IP assets* by EU SMEs that operate or intend to access the **Latin American market** towards improving their global competitiveness. With this aim, the Helpdesk provides **expert advice to EU SMEs on how to protect and enforce their Intellectual Property (IP)** in or relating Latin America (LA).

The Helpdesk mainly **targets European SMEs and SMEs from countries associated to the Single Market Programme (SMP)** already established at, or working with entities in Latin America, as well as the ones with **potential trade interests in Latin America**. Business support and multiplier organizations operating in Europe and Latin America are also targeted.

This is an initiative of the European Commission, implemented by the University of Alicante, Eurochambres and Eurice.

For more information check our website:

 <https://ec.europa.eu/ip-helpdesk>

If you have any enquire you can contact our IP Experts:

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Follow us on Social Media:

   @latinamericaipr



PILLARS OF THE SERVICE

The **Latin America IP SME Helpdesk** offers **multilingual services** (English, French, German, Spanish and Portuguese¹), with free information and first-line legal advice on IP related subjects, as well as training, webinars and publications, especially designed for EU SMEs.



HELPLINE First-line advisory service on IP protection and enforcement for EU SMEs working or planning to operate in Latin America.



TRAINING Targeted trainings and webinars on IPR protection and enforcement for EU SMEs (including sector- specific approaches).



IP CONTENT State-of-the-art publications (factsheets, learning modules, videos, IP glossary, info graphics, case studies and newsletters) on the protection and enforcement of IPR in Latin America – specifically addressing IP matters from the SME business needs point of view.



AWARENESS RAISING EVENTS Participation in events attended by EU SMEs to increase the awareness of IP and of the visibility of the services provided by the Helpdesk.



IP ANALYSIS Analysis of IP challenges faced by EU SMEs in the target markets.



IP DIAGNOSTIC TOOLKIT Toolkit for self-evaluation of the IP-status of the user in terms of IP knowledge and management.



IP COST TOOL Online tool that allows the user to pre evaluate the costs related to IP management in every Latin American country covered by the Helpdesk.

¹The language offer will depend on the specific service and experts' availability.

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Before taking specific actions in relation to IPR protection or enforcement all customers are advised to seek independent advice. Neither the European Commission nor the Agency may be held responsible for the use which may be made of the information contained herein.