



# India IP SME Helpdesk

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**India IP SME Helpdesk**

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Opportunities and Challenges in doing business in  
India & support offered by the EU

# Know before you go

## Why Intellectual Property?

- IP is a key business asset!
- Strengthen EU SMEs competitiveness
- Ensure long-term impact
- Increase the willingness to enter collaboration
- Attract investors



# The India IP SME Helpdesk

## What you get

**Free of charge, first-line confidential assistance** on IP protection, management and enforcement in India

## Beneficiaries

**EU SMEs and SMEs from Associated countries:**

- working with entities in India
- Established in India
- potentially interested in establishing commercial and R&D activities in the country

# The India IP SME Helpdesk

- **Maximize** the value of SMEs' intellectual property assets and improve their global competitiveness
- Help SMEs to **overcome** the existing barriers
- **Support** in the initial contacts with local law enforcement agencies in India
- **Strengthen** the links between EU and Indian companies with regards to the protection and enforcement of IP

# Main Services

## Helpline

- **Free of charge** first-line IP support
- **Confidential** and “to the point”
- By [email](#), phone (+34965907070) and [web](#)
- English, Spanish, French

**HELPLINE**  
*free, fast & confidential*  
**3** *days* <sup>working</sup>

# Main Services

## Training

- Online and usually also on-site
- **Focus:** Practical aspects of IP use and management in India and with a sectoral approach
- **Enabling:** helping businesses to build their own capacities



Check out our [events calendar](#)

# Main Services

## Online resources

## Publications



**THE INDIA IP SME HELPDESK AT A GLANCE**

The India IP SME Helpdesk is a **EU-funded** initiative which **supports small and medium-sized enterprises (SMEs)** from the European Union (EU) to **protect** their Intellectual Property (IP) rights in India and **succeed** in the Indian market.

**PROTECT BEFORE YOU GO!**  
The Helpdesk can help you to protect your business in India by providing **free-of charge, business-oriented** and **tailor-made** information and services to EU SMEs!

**WHY PROTECTING YOUR IP IS IMPORTANT?**  
**Intellectual Property** rights are all around us, from clothes, books or technology we use in our everyday lives. They can take many forms:

- Copyright for pictures or videos we watch.
- Design rights for the design and packaging of products.
- Trade marks for brand image.
- Patents and utility models for innovations.

SMEs which register their IP Rights are considerably more likely to grow than those who do not!

**INDIA**  
**HOW CAN THE IP SME HELPDESK HELP YOU?**

- HELPLINE
- TRAINING
- IP RESOURCES
- IP TOOLKIT

**HELPLINE**

Our Intellectual Property experts provide **high-quality, confidential and tailor-made first-line answers** to your questions related to protecting your intellectual property in India within a maximum of **3** working days.

You can reach the Helpline either  
+34 965907070 or [india@iphelpdesk.eu](mailto:india@iphelpdesk.eu)

**TRAINING**

The Helpdesk offers training activities **online** as well as **on-site** across the EU and in India, covering **relevant IP topics and specific relevant commercial/industrial sectors** for EU SMEs and entrepreneurs looking to **expand** their businesses to India.

Visit the training calendar on our website

**IP RESOURCES**

The Helpdesk provides an **IP news service** to keep you up-to-date on all recent development in the Indian IP environment, as well as **open-access multimodal IP materials** especially designed for EU SMEs on protection and enforcement of IP rights in India.

Visit the IP library on our website

**IP TOOLKIT**

In addition, you can use the **India IP Cost Tool** to pre-evaluate the costs related to IP protection in India and the **India IP Diagnostic Tool** for self-evaluation of your readiness to enter the Indian market in terms of IP knowledge and management.

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The India IP SME Helpdesk is a free service for the SMEs which provides practical, objective and factual information about Intellectual Property Rights in India. The service is not of a legal or advisory nature and no responsibility is accepted for the results of any actions made on the basis of this service. The content and opinions expressed are those of the authors and do not necessarily represent the views of the European Commission or of the Executive Agency for Small and Medium-sized Enterprises or any other body of the European Union.  
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# Main Services

## IP Diagnostic tool

Self-evaluation tool for measuring your status in terms of IP management and knowledge



## IP Cost tool

Pre-evaluation of costs related to IP management





## Visit us

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

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## India IP SME Helpdesk

A first-line IP assistance service for European/COSME SMEs that operate or intend to access the Indian market and look to improve their global competitiveness.

