



## PRESS RELEASE

Beijing, 26 November 2007

Today, the European Union Commissioner for Trade, Rt Hon. Peter Mandelson *will mark the start of the new EU-China Project on the Protection of Intellectual Property (IPR2)*, together with His Excellency Vice-Minister Yu Guangzhou of the Ministry of Commerce of China, at the conclusion of IPR2's first activity: an international seminar and roundtable on the enforcement of intellectual property rights at trade fairs, at the Regent Hotel at 16.30. *This will be followed with a visit by the Commissioner on Tuesday 27 to the new IPR2 offices at Yonghe Plaza, for an inauguration ceremony.*

IPR2 is the new EU-China co-operation project to help improve the effectiveness of intellectual property rights enforcement in China. It is a flagship project for the EC Delegation and provides Technical Assistance to Chinese legislative, judicial, administrative and enforcement agencies and institutions with a European Commission contribution of EUR 10 million, and a Chinese contribution of EUR 5.425 million over 4 years.

This first activity under the project is a starting point for more intense collaboration on an important issue for both sides. It will highlight the growing importance of trade fairs in a globalised market, and explore possibilities on the need for concrete treatment of IP protection if commercial confidence is to be assured. In a series of panels and roundtable discussions, European and Chinese experts will share their experiences and exchange best practice on the development of rapid dispute settlement mechanisms, such as arbitration boards or tribunals during trade fairs.

Based in Beijing, a team of three long-term European experts are now working full-time along-side a Chinese Project Task Force. The project's Implementing Authority is the Department of Treaty and Law of the Ministry of Commerce of China.

IPR2 expertise is managed by the European Patent Organisation (EPO). EPO is Europe's patent granting authority. Throughout IPR2 implementation, EPO will work closely with the Intellectual Property authorities of the EU Member States and the EU's Office for the Harmonisation of the Internal Market on Trademark and Design (OHIM).

**For further information:**

IPR2 project web site: [www.ipr2.org](http://www.ipr2.org)

EC Delegation web site: [www.delchn.ec.europa.eu](http://www.delchn.ec.europa.eu)

**About EPO:**

The European Patent Office is the patent granting authority for Europe, headquartered in Munich, Germany. EPO provides a uniform application procedure for individual inventors and companies seeking patent protection in 37 European countries. EPO aims to support innovation, competitiveness and economic growth for the benefit of the citizens of Europe. For more information: [www.epo.org](http://www.epo.org).