Forum on IP and SME’s

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Issues and ILReS-study

Cooperation

Activities
Typical Benelux Issues

- 3 countries
- Different languages
- Different cultures and attitudes
ILReS-study

Attitude of SME’s towards registration of trademarks and designs in Benelux

- Economic characteristics
- Attitude towards counterfeiting and registration (or protection)
Economic characteristics

- 27% exports goods and services
- 41% has a website
- 76% doesn’t have a R&D division
- 64% advertises
Attitude towards counterfeiting

- 71% owns trademarks
- 64% doesn’t have a registration
- 56% thinks that there is no risk of counterfeiting
- 25% observes their competitors
- 31% has detected counterfeiting
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<td>24%</td>
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Recommendations

- Changing the image of BTO
- Improving information channels
- Improving our services
Image of BTO

- Reconsider position on the market

- Key-values:
  - flexible
  - accessible
  - self-confident
  - reliable
  - modern
In practice

• Simplify procedures

• A large-scale reorganization

• User-friendly products and services
Reaching SME’s

- BMM Association
- Chambers of commerce
- Governmental projects for starters and SME’s
- Associations of different professional groups
Activities

- Workshops
- Information meetings
- Website
- Newsletter
- Exhibitions
- A broad spectrum of services
Thank you for your attention.

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