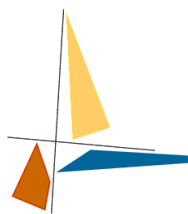


Forum on IP and SME's

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BENELUX-MERKENBUREAU
BENELUX-BUREAU VOOR TEKENINGEN OF MODELLEN

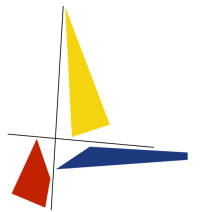
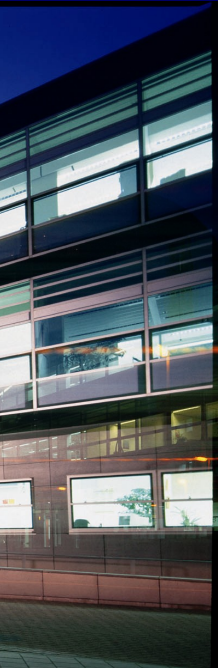


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Issues and ILReS-study

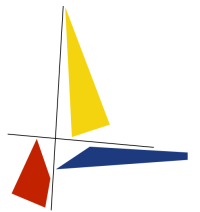
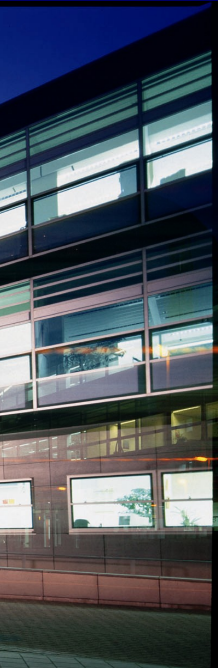
Cooperation

Activities



Typical Benelux Issues

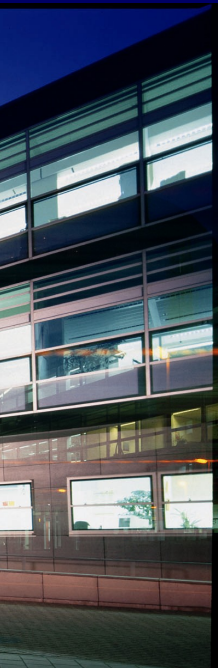
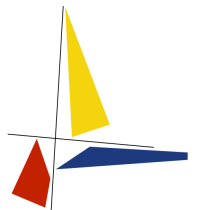
- 3 countries
- Different languages
- Different cultures and attitudes



ILReS-study

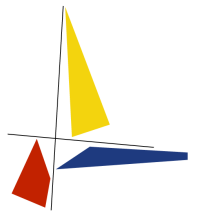
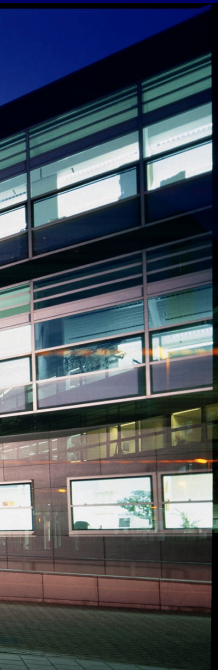
Attitude of SME's towards registration of trademarks and designs in Benelux

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



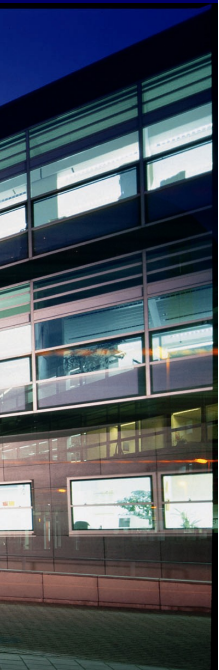
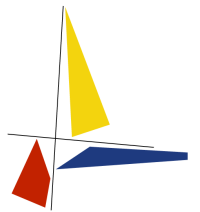
Economic characteristics

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



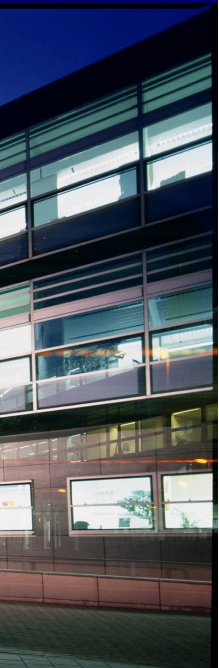
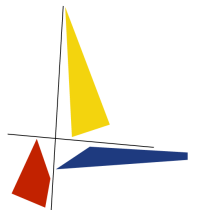
Attitude towards counterfeiting

- 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



Attitude towards registration

	Not important	Very important
B	63%	25%
NL	43%	28%
L	24%	58%



Recommendations

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

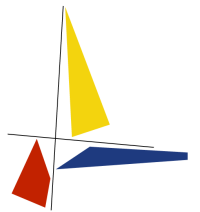
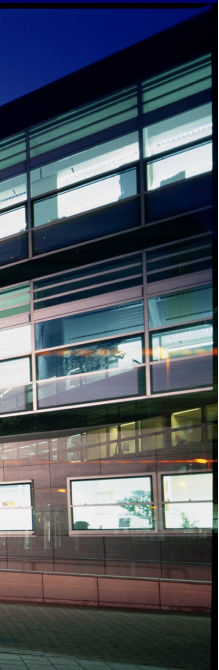
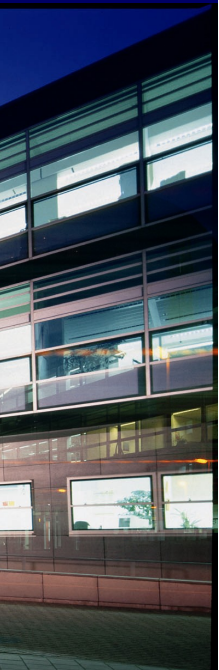
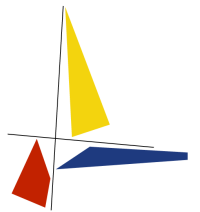


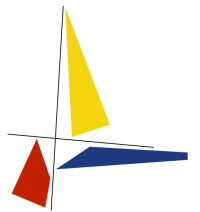
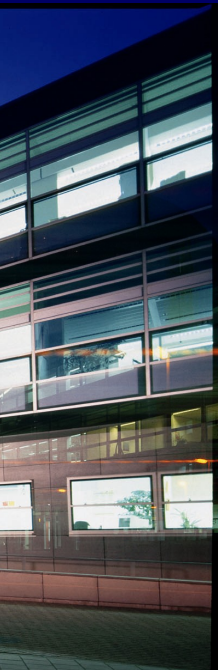
Image of BTO

- Reconsider position on the market
- Key-values:
 - flexible
 - accessible
 - self-confident
 - reliable
 - modern



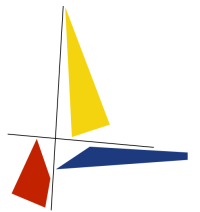
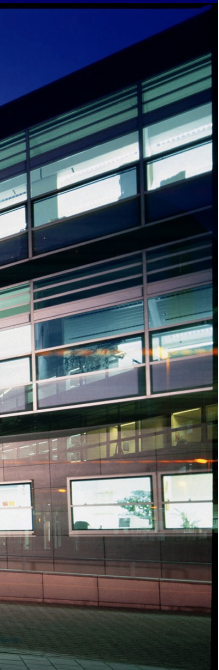
In practice

- Simplify procedures
- A large-scale reorganization
- User-friendly products and services



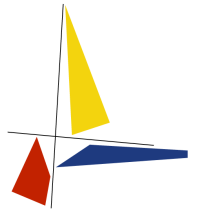
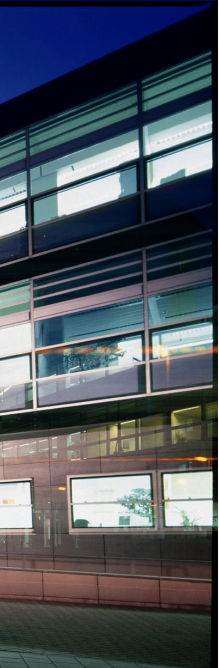
Reaching SME's

- 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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