



Attend the International IPR SME Helpdesks Stakeholders' Meeting!

Brussels, April 4 2017

Venue: European Economic and Social Committee
(Rue Belliard 99-101, Jacques Delors building, Brussels, Belgium)



CHINA IPR 
SME HELPDESK

LATIN AMERICA 
IPR SME HELPDESK

SOUTH-EAST ASIA 
IPR SME HELPDESK

4th April 2017 - European Economic and Social Committee
Jacques Delors building, Rue Belliard 99-101, Brussels

9:00-9:30	Registration
9:30-9:45	Welcome , Jose-Daniel Ugarte-Otero, Project Adviser, EASME
9:45-10:00	Overview and relevance of the IPR SME Helpdesks , Wawrzyniec Perschke, Policy Officer, DG GROW
10:00-10:30	International Fairs and IP Barbara Weizsaecker, Secretary General, EMECA Sara Lanzilotta, Team Leader Business Beyond Borders, EUROCHAMBRES
	<i>Coffee Break</i>
11:00-11:30	Joint presentation of IPR SME Helpdesks César E. Fernández, IP expert, LA SME IPR Helpdesk Simon Cheetham, Team Leader and IP expert CHINA & SEA SME IPR Helpdesks
11:30-12:30	Training Session: "Most common IP problems when operating internationally: China, Latin America and South East Asia" Eli Salis, LA SME IPR Helpdesk Elio de Tullio, CHINA & SEA SME IPR Helpdesks
12:30-13:00	Helpdesks SMEs Case Studies Latin America: Jay Barrymore (Corinthian) and Agustín Francés (Juguetilandia) China and South East Asia: SME case studies (tbd) <i>Moderator:</i> César E. Fernández, Intellectual Property expert LA SME IPR Helpdesk
13:00-14:00	<i>Lunch Break</i>
14:00-14:45	"Round Table: Potential Opportunities and challenges for business internationalisation: the key role of Intellectual property" Richard Tuffs, Director of ERRIN Gwenn Sonck (tbc), Secretary General EUCBA Jon Echanove, EU Gateway - Business Avenues, SEA Team Leader Prof. Manuel Desantes, Universidad de Alicante <i>Moderator:</i> Simon Cheetham, Team Leader, China and SEA SME IPR Helpdesk
14:45-15:00	Closing remarks
15:00-17:00	Matchmaking session
17:00-18:00	<i>Cocktail</i>



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