

# Final Event: “Towards improved IP Support Services for European SMEs”

## *Preliminary Agenda*

9<sup>th</sup> February 2011

Madou Auditorium, Brussels, Belgium.

*Chairperson* Ms. Agnieszka Turynska. IP Awareness and Enforcement Project. Modular Based Actions for SMEs. University of Alicante.

**09.00am** Registration and welcome coffee

### Opening Session – Welcome from the EACI and EC and IPeuropAware Project

**09.20am** EACI Director **Mr. Patrick Lambert**  
Head of Unit 4, EACI: **Mr. José Puigpelat**  
Director for Tourism, CSR, Consumer Goods and International Regulatory Agreements:  
**Pedro ORTUN SILVAN**

**09.40am** Welcome from the Project Coordinator and presentation of the project “Conclusion Paper”.  
**Roberto Escarré, University of Alicante.**

### Session 1: IPR Sectoral Guides: A tool for enterprises in industries at risk of infringement

**10.00am** ***A presentation of the sectoral guides***

- Short overview of the work done and achievements reached. How these guides will be sustainable and their accessibility. **University of Alicante, coordinator of the guides.**
- How the sectoral guides are useful: An author’s perspective. **Dr. Roya Ghafele**
- The industry point of view and evaluation of the guides. **EURATEX Stéphanie Le Berre and CETEMMSA Fanny Breuil (from the clothing and textile industries), COTANCE Gustavo Gonzalez-Quijano (from the leather and footwear industries), and UEA Bart De Turck (from the furniture industry).**
- An invited SME from one of these sectors shall give their overall assessment and evaluation of the assistance provided (TBC).

### Session 2: SMES - An analysis of support needs and the IPeuropAware answers to key questions

**10.45am** ***A discussion on IP needs identified in SMEs and the fit with national policies***

- A brief description of identified methodologies for analysing IP needs in SMEs, and the results of a gap analysis (AIDA methodology and Gap Analysis). Analysis of support arrangements **Serge Quazzotti, Centre Henri Tudor, Mike Coyne, CSES and Marianne Knudsen, Danish Patent and Trademark Office.**
- The readiness of national IP policies (Planning local actions for Intellectual Property awareness and enforcement services). **Gábor Németh, Hungarian Intellectual Property Office.**

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### Session 3: IPeuropAware tools for SMEs and multipliers: How you can exploit them

- 11.15am**      *A showcase of the main exploitable tools and outputs and their usefulness for SMEs and multipliers*
- The InnovAccess website. **Philippe Cadre, INPI France.**
  - The “Toolbox” – structure and accessibility. **Delfina Autiero, Directorate General for Combating Counterfeiting – Italian Patent and Trademark Office (DGLC – UIBM).**

**12.15pm**      **Lunch Break**

*There will be a short recess of an hour's duration for lunch.*

### Session 3 (Cont): IPeuropAware tools for SMEs and multipliers: How you can exploit them

- 13.15pm**
- Usefulness of the toolbox from an SMEs and Intermediary point of view. **Cyrille Dubois, Centre Henri Tudor and Antoine Dintrich, IEEPI.**
  - Capacity building: Developing a Network of NPO Helpdesks for IP Issues, an efficient tool to answer IP queries. **Hubert Rothe, German Patent and Trade Mark Office.**
  - Capacity building: Training for trainers on IP enforcement support services. **Marianne Helledi Knudsen, Danish Patent and Trademark Office.**

### Session 4: IPR-Helpdesk, a tool for potential and current participants in EU-funded projects on IP related Issues.

- 14.20pm**      *How IPR-Helpdesk can assist and the services offered*
- The role of IPR-Helpdesk for participants in EU-funded projects: Tools and services. **Alicia Blaya, University of Alicante.**

### Session 5: The future of IP support for SMEs and intermediaries: Roundtable and Next steps

- 14.40pm**      *A discussion on how support services must evolve and recommendations from the project findings*
- IPeuropAware recommendations for the future. **Christina Nordstrom, Swedish Patent and Registration Office.**
  - Roundtable: The next generation of IPR services. This session will be dedicated to intermediaries and SMEs and will constitute a discussion on what must be done in the future to ensure services are adequate and appropriate. **Participants to be confirmed.**
  - Overview of the IPeuropAware project from the point of view of EACI. **Mrs. Raquel Fernandez Horcajada, EACI.**
  - Director for Industrial Policy and Economic Analysis: **Viola GROEBNER**

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