
[Brussels! European IPR Helpdesk Annual Event with a special focus on Trade Secrets](#)

Date:

Thursday, 19.10.2017

Time:

03:30 pm - 06:30 pm

Location:

Brussels, Belgium

Host:

European IPR Helpdesk

Speaker:

Various



Trade secrets are valuable business assets to both innovative and non-innovative firms and play an

important role in economic growth and fostering innovation. Not surprisingly, the rise of the global information society has given a new boost to the role of trade secrets and has generated the demand for a uniform standard of protection across national boundaries. In today's economy, information and know-how - representing the results of R&D investments, creativity and business initiative - have become the key factors for developing and maintaining competitive advantage.

Join our Annual Event in [our premises in Brussels!](#)

Jorge Novais, DG Grow European Commission, will give an insight into the perspective of the European Commission towards trade secrets!

The team of the European IPR Helpdesk will present our new factsheet on [Trade Secrets: An efficient tool for competitiveness!](#)

.....and there will be lots of time for networking and brain calisthenics.

Target group of the event: everybody interested is welcome!

The registration was closed. The maximum number of participants was reached.

Agenda:



Agenda Annual Event

15.30

Welcome and Opening

European Commission / EASME / European IPR Helpdesk

15.35

The European IPR Helpdesk Services in a Nutshell

(Léa Montesse & Claire Fentsch, European IPR Helpdesk)

16.00

Speech 1: Trade Secrets and SMEs

(Aleksandra Suwala, European IPR Helpdesk)

16.45

Coffee Break

17.00

Speech 2: Trade Secrets

(Jorge Novais, DG Grow European Commission)

17.45

Final Wrap-up and End of Event

18.00

Networking Reception

Related Documents

[Agenda European IPR Helpdesk Annual Event 2017.pdf](#)

[Calendar](#)