The European Green Deal: Are we ready? Main IP challenges for the Green Deal?

Date:
Monday, 01.03.2021

Time:
09:30 - 11:30 CET

Location:
Virtual

Host:
European IP Helpdesk, all International IP SME Helpdesks, Japan TT Helpdesk

Speaker:
various
EU INDUSTRY WEEK 2021

#EUIndustryWeek

The European Green Deal: Are we ready?
Main IP challenges for the Green Deal

1 March 2021  09:30 – 11:30

AGENDA

9:30-9:35  Welcome by moderator  |  Simon Cheetham  |  Team Leader, China IP SME Helpdesk

9:35-9:45  Introduction by EASME  |  Natalia Martínez Páramo  |  Head of Unit COSME at EASME

PANEL SESSION: IP the key to success

9:45-10:00  Best practice cleantech example EU: European IP Helpdesk case study Orcan Energy
  Christian Hackl  |  European IP Helpdesk / TUM-Tech GmbH
  Introduced by moderator  |  Jörg Scherer  |  European IP Helpdesk

10:00-10:15  IP and business challenges faced by European cleantech companies when expanding in international markets  |  Daniel Marques de Vasconcelos  |  EU IP Ambassador
  Introduced by moderator  |  Jörg Scherer  |  European IP Helpdesk

10:15-10:45  INTERNATIONAL CASE STUDIES: IP support for EU SMEs offering green technologies and sustainable solutions as part of their internationalisation process
  1  South-East Asia IP SME Helpdesk
  2  Latin America IP SME Helpdesk
  Introduced by moderator  |  Jörg Scherer  |  European IP Helpdesk

10:45-11:00  The Japan experience  |  Luca Escoffier  |  EU Japan Technology Transfer Helpdesk
              Nicole Bigler  |  Sonoda & Kobayashi
  Introduced by moderator  |  Jörg Scherer  |  European IP Helpdesk

11:00-11:25  ROUNDTABLE DISCUSSION steered by the moderator  |  Jörg Scherer
  Participants
  Christian Hackl  |  European IP Helpdesk
  Daniel Marques de Vasconcelos  |  EU IP Ambassador
  South-East Asia IP SME Helpdesk case study
  Latin America IP SME Helpdesk case study
  Luca Escoffier  |  EU Japan Technology Transfer Helpdesk
  Nicole Bigler  |  Sonoda & Kobayashi

11:25-11:30  Closing by moderator

https://euconf.eu/ip-helpdesk/ip-challenges-for-the-green-deal

Register
Under the new European Green Deal, the development of climate-neutral and circular products should be fostered both in the EU and globally. Moreover, having a comprehensive Intellectual Property (IP) strategy in place should be at the forefront for any EU SME offering green technologies and sustainable solutions — be it in South-East Asia, China, India, Latin America or Europe.

Register here!

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Calendar