



Council of the  
European Union

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#### **INFORMATION NOTE**

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From:	Presidency
To:	Delegations
Subject:	Innovative, Collaborative, Regional: Smart Intellectual Property for a competitive Europe - Conference, Brussels, 14 November 2019

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Delegations will find attached an invitation to the one-day conference being jointly organised by the Finnish Presidency of the Council, the European Commission and the European Committee of the Regions entitled "Innovative, Collaborative, Regional: smart intellectual property for a competitive Europe", which takes place in Brussels on 14 November 2019.

The invitation letter from the Presidency and the Commission, as well as the programme for the event, are attached.

Registration for the event is possible via the following link:

[https://ec.europa.eu/growth/content/innovative-collaborative-regional-smart-intellectual-property-competitive-europe\\_en](https://ec.europa.eu/growth/content/innovative-collaborative-regional-smart-intellectual-property-competitive-europe_en)



EU2019.FI Finland's Presidency  
of the Council  
of the European Union

# Innovative, Collaborative, Regional: Smart Intellectual Property for a competitive Europe

BRUSSELS, 14 November 2019

Dear Madam, Dear Sir,

The European Commission, the European Committee of the Regions and Finland's Presidency of the Council of the EU are organising a conference **"Innovative, Collaborative, Regional: smart intellectual property for a competitive Europe"**, taking place in Brussels on **14 November 2019**.

You can access the agenda and register by clicking on the link below:

[https://ec.europa.eu/growth/content/innovative-collaborative-regional-smart-intellectual-property-competitive-europe\\_en](https://ec.europa.eu/growth/content/innovative-collaborative-regional-smart-intellectual-property-competitive-europe_en)

A good business environment for SMEs supporting innovation and protecting intellectual property (iP) is a decisive success factor for growth and jobs in Europe.

We are pleased to invite you to a unique opportunity to listen to intellectual property (IP) professionals and small and medium-sized enterprises (SMEs) that will share their experience and knowledge.

This 1-day conference will explore **how the EU and its regions can help SMEs to become more competitive and grow through the smart use of IP**.

Jointly we wish to make it easier for small businesses to become large innovators and global competitors. Policy makers, public and private stakeholders (incl. innovation and development agencies, chambers of commerce, business consultants) are invited to contribute to the EU SME strategy on IP and provide insight into how the public sector can best assist SMEs to use their IP to scale up business growth.



You are very welcome to attend the conference and to share this invitation among interested parties.

Kind regards,



*Amaryllis Verhoeven*

**Head of Unit,  
DG for Internal Market, Industry,  
Entrepreneurship and SMEs**



*Minna Aalto-Setälä*

**Chair,  
Council Working Party on Intellectual  
Property**

INNOVATIVE, COLLABORATIVE, REGIONAL:

# SMART INTELLECTUAL PROPERTY FOR A COMPETITIVE EUROPE

14 NOVEMBER 2019



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## AGENDA

**9.00 – 9.30**      **Registration and Coffee**

**09.30 – 10.00**      **OPENING**

K-H Lambertz – President, European Committee of Regions  
T. Pesonen – Director General of DG GROW, European Commission  
Ministry of Economic Affairs and Employment of Finland

## CHALLENGES

**10.00 – 10:45**      **How do SMEs make use of IP? Key findings**

M. Murphy - Tipperary County Council, Ireland  
I. Buffolo - EUIPO  
C. Fentsch - European IP Helpdesk & J. Stoopman - China IPR SME Helpdesk  
Y. Meniere – EPO (European Patent Office)  
*Moderator: A. Verhoeven - DG GROW, European Commission*



**10:45 – 11.30**      **How do SMEs make use of IP? Personal experiences**

T. Jusélius – Secto Design, Finland  
I. Stefanic – Tera Tehnopolis d.o.o., Croatia  
M. Hofer - Standortagentur Tirol, Austria  
J. Hiltunen, Glykos Finland  
*Moderator: H. Temmink – DG GROW, European Commission*



**11.30 – 11.50**      **The floor is yours: discussion & take-aways**

Animation: W. Perschke, DG GROW European Commission

**11.50 – 12.10**      **Keynote address**

"Business' view of the main challenges to use IP by SMEs" M. Beyrer –

Meeting venue: Room 51, Committee of Regions, Rue Belliard 99/101, 1040 Brussels



Director General, Business Europe

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## SOLUTIONS

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**12.10 – 12.55**

**Finding your way to IP advice**

W. Perschke – DG GROW, European Commission  
J. Ciągłotura – Poznań Technology Transfer Office, Poland  
H. Derème – Benelux Office for Intellectual Property (BOIP)  
D. Lossignol – International Trade Mark Association (INTA)  
*Moderator: A. Fazio – JRC, European Commission*



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**12.55 – 14.25**

**Lunch break**

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**14.25 – 15.15**

**Making a strategic use of IP**

F. Arra – Italian Patent & Trademark office  
K. Haavisto – DG RTD, European Commission  
M. Raditsch – ASTP/PROTON  
D. Patry – France brevet  
I. Buffolo – EUIPO  
*Moderator: V. Willems – SME United*



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**15.15 – 16.00**

**Using Intellectual Property to access growth funding**

M. Pukari – iLOQ, Finland  
A. Dahlen – Apollonian  
M. Asano – Hightech Gründerfonds  
Banking institution  
*Moderator: M. Huuskonen – Ministry of Economic Affairs and Employment of Finland*



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**16.00 – 16.45**

**Using Intellectual Property in partnerships for innovation**

Dr. A. Radauer – Technopolis Group  
Dr. B. July – Good IP  
A. Roux – Faurecia  
*Moderator: M. Clemente – INPI, France*



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**16.45 – 17.10**

**The floor is yours: discussion and take-aways**

Animation: E. Kostadinova, DG GROW European Commission

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**17.10 – 17.30**

**Keynote address**

Meeting venue: Room 51, Committee of Regions, Rue Belliard 99/101, 1040 Brussels





Member of the European Parliament

**17.30 – 17.40**

Closing remarks

S. Tokarski – DG GROW, European Commission

Meeting venue: Room 51, Committee of Regions, Rue Belliard 99/101, 1040 Brussels

