



Expanding your institution's services catalogue:

Intellectual Property as an internationalisation business tool

TRAIN the TRAINER

7th October 2019

Grand Hotel Plaza (room Mascagni) , Via del Corso, 126, 00186 Roma RM, Italy

11:00-13:00

Intellectual Property (IP) is key for internationalisation and any Business Support Organisation (BSO) must have that in mind when dealing with SMEs.

IP is often considered to be complicated and full of legal jargon. On top of that, many BSOs lack qualified staff or the know-how to signpost enquiries to external experts. As such an opportunity is lost to provide more comprehensive support to members.

Fortunately, the European Union launched the free-of-charge, confidential, business-oriented support initiatives on Intellectual Property focused on Latin America, China and South East Asia and with the EU SMEs as primary target.

During this session, you will have the chance to:

- *know more about the free services of the three Helpdesks (Latin America, China and South East Asia IP SME Helpdesks);*
- *train your personnel on one of the IP-related topics and areas of your interest;*
- *see how your institution can benefit from them;*
- *and have a close look on the advantages and formalities of the Train the Trainer Programme (particularly of the Latin America and China Helpdesks)*

Agenda

Session 1	11:00 – 12:00
	Intellectual Property in the context of internationalisation <i>César E. Fernandez, IP expert & Elío de Tullio, IP expert</i>
Description	The training will explore one or more of these topics on the basis of the attendees' feedback at the time of registration: <ul style="list-style-type: none"> • <i>What can Intellectual Property do for my company? 5 benefits that will boost your business</i> • <i>Main IP-related problems in the Latin American, Chinese and South-East Asian markets</i> • <i>Protecting your business/ creations/ brand /inventions abroad: Landscape in Latin America, China and South-East Asia</i> • <i>How can EU SMEs in China and South-East Asia and Latin-America take advantage of the Patent Cooperation Treaty (PCT)?</i> • <i>Most common IP errors from Start Ups when doing business</i> • <i>IP in the e-commerce sectors</i> • <i>10 Intellectual Property tips to succeed abroad</i>
	Q&A

Session 2	12:00 – 13:00
	Train the Trainer: main features and tips for a painless reporting and maximum exploitability <i>César E. Fernandez, IP expert & XXX (to be confirmed)</i>
Description	Over the years the Helpdesks have collaborated with numerous business support organisations, and we are keen to expand our network and collaborate with you! This session will highlight the importance of Intellectual Property for business support organisations and will provide an overview of how the free services can complement the service package of your organisation. In specific, we will focus on: <ul style="list-style-type: none"> • What you can expect from the Helpdesks • The advantages of the Train the Trainer Programme and its terms and conditions (so you don't have to pretend you read it and accept it) • Case studies for the most common scenarios and contingencies. • The expected outcomes to be obtained • Tips and techniques for maximum exploitability
	Q&A Experts will be available at the end of the session for bilateral meetings.