

# INTERNATIONAL IP SME HELPDESKS



European  
Commission

## From Skills to Profit: The Role of Intellectual Property in SMEs Global Ambitions

February 21 from 10:00 - 12:00 CET  
Online



**EUROPEAN  
YEAR OF  
SKILLS**

The logo for the European Year of Skills, featuring a large, stylized star composed of a grid of orange and yellow dots, positioned to the left of the text.

International IP SME Helpdesks Stakeholders Conference 2024

# AGENDA



## Opening remarks

Claire Doole – Moderator

Natalia Martínez Páramo - Head of Unit, European Innovation Council and SMEs Executive Agency (EISMEA)

Kamil Kiljanski - Head of Unit, DG-GROW, European Commission

## Challenges and opportunities for SMEs in the digital sector when going international

Silvana Marcotulli - Chair of the Working Group Intellectual Property Rights, European DIGITAL SME Alliance

## How can the IP Helpdesks help business support organizations and SMEs to upgrade their IP skills?

Alessandra Capriglia - International IP SME Helpdesks

## IP Case studies: SMEs going international

### How SMEs can leverage IP skills to succeed in the international market - panel discussion

International IP SME Helpdesks' Intellectual Property Business Advisors

César Fernández - Latin America

Lisa Lu – China

Nancy Samuriwo – Africa

Girish Somawarpet - India

Benoît Tardy - South-East Asia

## Q&A

## Closing remarks

# WELCOME REMARKS



**Natalia Martínez Páramo**

Head of Unit

European Innovation Council and SMEs Executive Agency (EISMEA)

# WELCOME REMARKS



**Kamil Kiljanski**

Head of Unit

Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

# KEYNOTE



## Challenges and opportunities for SMEs in the digital sector when going international



**Silvana Marcotulli**

Chair of the Working Group Intellectual Property Rights

# THE INTERNATIONAL IP SME HELPDESKS



**How can the IP Helpdesks help business support organisations and SMEs to upgrade their IP skills?**

INTERNATIONAL  
IP SME HELPDESKS



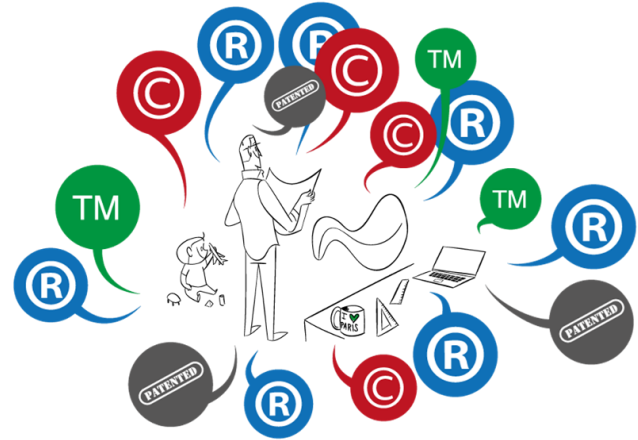
AFRICA IP SME HELPDESK CHINA IP SME HELPDESK INDIA IP SME HELPDESK LATIN AMERICA IP SME HELPDESK SOUTH-EAST ASIA IP SME HELPDESK

## Alessandra Capriglia

Project Manager  
China IP SME Helpdesk

# Why Intellectual Property matters?

- IP is a key **business assets!**
- Attract new **investments**
- **Freedom** to operate in the new countries
- To strengthen EU **competitiveness**
- To ensure long-term **impact**
- Increase the willingness to enter into **collaboration**
- For an increased translation of IP into the EU **innovation** ecosystem!



# Geographical coverage of the International IP SME Helpdesks

- **China:** Mainland China, Macao, Hong Kong, Taiwan
- **South-east Asia:** Vietnam, Thailand, Indonesia, Singapore, Philippines, Malaysia, Cambodia, Lao, Myanmar, Brunei
- **Latin America:** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela
- **India**
- **Africa**
- **Europe**





# Beneficiaries

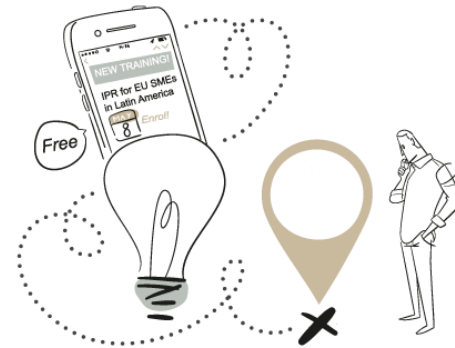
SMEs from European and SMP associated countries:

- Established in the regions of interest
- Potentially interested in going international and doing business in these markets
- Working with entities in the regions



# Philosophy

- Provide practical **IP capacity building** and IP-asset management
- **Solution-oriented** & hands-on
- Large pool of **IP experts** in various thematic fields and countries
- Target-group **specific services**



# Our services

Helpline

1-on-1 consultations

Training & Events

Publications

Website



# Helpline

- **Free of charge first-line IP support**
- Confidential, personal and “to the point”
- Answer within 3 working days
- Email, phone and web
- In: English, Spanish, French, German and Portuguese



# Scope of the Helpline service

- First-line IP, **personalised** IP support
- **Hands-on**, easy-to-understand approach
- IP information and **general support**: scope of protection of IPR, protection routes, good practices in IPR management.
- Keep in mind that the Helpline cannot provide legal opinions or legally binding advice.

## Examples:

- Advice on **patentability** of an invention needs to be referred to a patent attorney
- Representation services in case of **infringement/enforcement** can only be provided by a lawyer
- Legal consultations as to the '**best strategy**' for your company or the 'most-suitable' or 'cheapest' route of protection / action constitute legal opinions and should be entrusted to law firms.

# Trainings

- Online and usually also on-site
- Focus: **practical** aspects of **IP** use and management
- **Enabling**: helping our target audiences build their own capacities
- **Involving**: collaboration with external experts and stakeholders



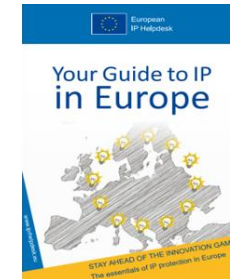
# Stakeholders' collaboration

- Fostering **synergies** with organisations involved in IP, innovation and internationalisation
- Liaising with **business & EU funding support organisations**, research stakeholders and EU SME support initiatives to define joint actions via various channels



# Online resources

- Self-learning materials
- Guides / Topic, country, sector-specific factsheets / Infographics
- Case studies





# Website & social media

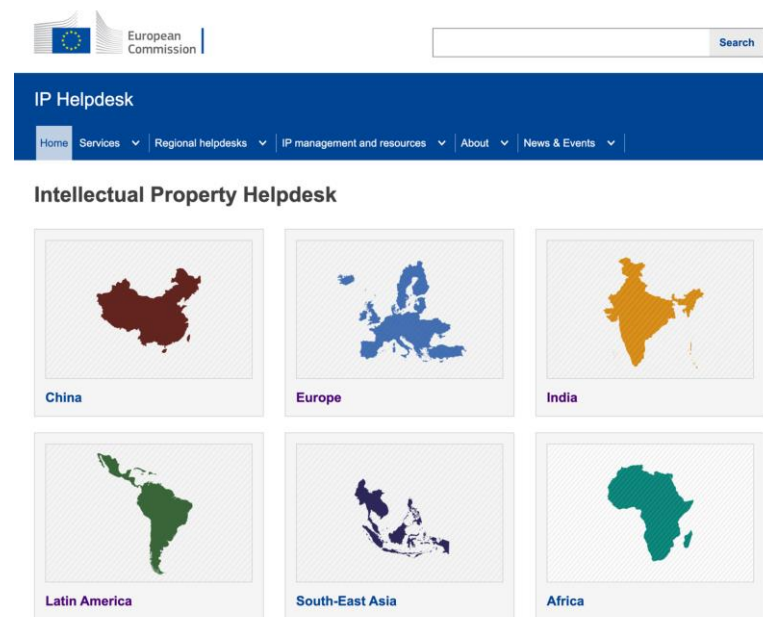
[www.ec.europa.eu/ip-helpdesk](http://www.ec.europa.eu/ip-helpdesk)



@Latin America IP SME Helpdesk  
@India IP SME Helpdesk  
@Intellectual Property in Africa  
@South-East Asia IP SME Helpdesk  
@European IP Helpdesk  
@China IP SME Helpdesk



@latinamericaipr  
@IndiaIPhelpdesk  
@AfricaIPR  
@ipSEAsia  
@IPRHelpdesk  
@iprchina



The screenshot shows the IP Helpdesk website interface. At the top, there is the European Commission logo and a search bar. Below the navigation bar, the main heading is "Intellectual Property Helpdesk". The content area features six regional helpdesk tiles, each with a map of the region and a label: China (dark red), Europe (blue), India (orange), Latin America (green), South-East Asia (purple), and Africa (teal).

#IPHelpdesk #KnowBeforeYouGo

# Contacts

**Intellectual Property in Africa:** [africa.iphelpdesk@euipo.europa.eu](mailto:africa.iphelpdesk@euipo.europa.eu)

**China IP SME Helpdesk:** [question@china-iprhelpdesk.eu](mailto:question@china-iprhelpdesk.eu)

**European IP SME Helpdesk:** [service@iprhelpdesk.eu](mailto:service@iprhelpdesk.eu)

**Latin America IP SME Helpdesk:** [info@latinamerica-ipr-helpdesk.eu](mailto:info@latinamerica-ipr-helpdesk.eu)

**India IP SME Helpdesk:** [india@iprhelpdesk.eu](mailto:india@iprhelpdesk.eu)

**South-East Asia IP SME Helpdesk:** [expert@sea-iphelpdesk.eu](mailto:expert@sea-iphelpdesk.eu)

# IP AND INTERNATIONALISATION – CASE STUDIES



Dentplanet



TOOT!  
JOYFUL COSMETICS



HELLENIC REPUBLIC  
Greece in India





# Dentplanet

**Mohammed Ahmed**  
Founder

HQ: **Belgium**

Industry: **Medical**

Target market: **China**



**Karlijn Vlasblom**  
Founder

HQ: **The Netherlands**

Industry: **Cosmetics**

Target market: **South-East Asia**





**Pablo Vera**  
Co-Founder

HQ: **Spain**

Industry: **Tourism (eco)**

Target market: **Costa Rica**





HELLENIC REPUBLIC  
Greece in India



**Yerassimos Lazaris**  
Trade Counsellor

SMP Country: **Greece**

Industry: **F&B**

Target market: **India**

# IP BUSINESS ADVISORS – PANEL DISCUSSION



**AFRICA**  
IP SME HELPDESK

**Nancy Samuriwo**

**CHINA**  
IP SME HELPDESK

**Lisa Lu**

**INDIA**  
IP SME HELPDESK

**Girish Somawarpet**

**LATIN AMERICA**  
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**SOUTH-EAST ASIA**  
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**Q&A**



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**THANK YOU!**

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