

Grow your business in East Africa: effective intellectual property strategies for SMEs

Stockholm, Sweden
15 February 2024

09:30 – 10:00	Registration of participants Connection to Zoom (for online participants)
10:00 – 10:15	Welcoming remarks Joachim Davidsson, Chairman of Swedish East African Chamber of Commerce (SWEACC)
10:15 – 10:30	Supporting the internationalisation of SMEs to Africa: the Africa IP SME Helpdesk project Alberto Russo, International Cooperation Service, European Union Intellectual Property Office (EUIPO)
10:30 – 11:30	Protecting your brands and inventions abroad: understanding the intellectual property landscape of East Africa Marius Schneider, IP expert, IPvocate Africa
11:30 – 11:45	Coffee break
11:45 – 12:15	Financing your establishment and investment in Africa Pontus Engström, CEO MTI Investment SE
12:15– 13:00	Case study and panel Q&A with companies Experts and participants