



Africa IP SME Helpdesk Webinar

Investing in Egypt: the role of intellectual property

14 September 2023

11:00-12:30 CAT (El Cairo)

Contact person

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14 September 2023

11:00 – 11:05

Welcoming remarks

Speaker: Andrea IORI, Project Manager Africa IP SME Helpdesk, EUIPO

11:05 – 11:15

Facilitating intra-African trade and African and European investment through IP: AfrIPI Programme and Africa IP SME Helpdesk

Speaker: Andrea IORI, Project Manager Africa IP SME Helpdesk, EUIPO

11:15 – 11:35

Funding opportunities for EU companies protecting their IP rights: the EUIPO's experience

Speaker: Carolina ROY, Digital Transformation Department, EUIPO

11:35– 12:25

Key steps for businesses to acquire and enforce their IPRs in Egypt

Speaker: Ahmed SAID, Legal Crises Consultant Law Firm

12:25 – 12:30

Closing remarks

Speaker: Andrea IORI, Project Manager Africa IP SME Helpdesk, EUIPO
