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# **Africa IP SME Helpdesk: joint seminar AfrIPI-Netherlands Business Hub Kenya**

**Opportunities for EU SMEs to leverage  
intellectual property rights for business  
growth in Kenya and abroad**

**Nairobi Trade Mark Hotel**

**17 October 2023**

**10:00-13:30**



AfrIPI, project funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

## 17 October 2023

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10:00 - 10:10	<b>Opening remarks</b>
10:10 – 10:20	<b>The role of AfrIPI and the Africa IP SME Helpdesk in supporting business in Africa</b> <i>Andrea IORI, Africa IP SME Helpdesk Project Manager, European Union Intellectual Property Office (EUIPO) (online presentation)</i>
10:20 – 10:30	<b>Promoting investment and trade for SMEs in Kenya: the example of UNIDO on energy and environment</b> <i>Faith OKAALET, UNIDO ITPO Italy National Expert in energy and environment, focal point for Kenya within the FIPEE project</i>
10:30 – 11:00	<b>Leveraging intellectual property to grow and protect business in Kenya and abroad</b> <i>Nancy SAMURIWO, IPR expert, AfrIPI project</i>
11:00 – 11:45	<b>Case Studies/Roundtable discussion: EU business experiences in the Kenyan Market</b> <i>European companies</i>
11:45 – 12:15	<b>Coffee break</b>
12:15 – 13:00	<b>Case Studies/Roundtable discussion: EU business experiences in the Kenyan Market (continuation)</b> <i>European companies</i>
13:00 – 13:30	<b>Practical tips on a workable IP strategy for Africa</b> <i>Nancy SAMURIWO, IPR expert, AfrIPI project</i>
13:30 – 14:30	<b>Networking lunch</b>

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