

EU 13 Roadshow
3 April 2025
Nicosia, Cyprus

**Empowering Innovation: The Strategic Value of
Intellectual Assets**

University of Cyprus
Council-Senate Building «Anastasios G. Leventis», Amphitheatre B108
1 University Avenue, 2109 Aglantzia

PROGRAMME

9:30-10:00	Registration, Coffee and Networking
10:00 - 10:15	Welcome <i>Professor Eleni-Tatiani Synodinou, Vice-Rector of Academic Affairs, University of Cyprus</i> <i>Ivana Vuka, European IP Helpdesk</i>
10:15 - 11:00	The value and strategic use of Intellectual Assets in business <i>Eugene Sweeney, Senior Advisor, European IP Helpdesk/KIOS CoE (UCY)</i> Q&A
11:00 - 12:00	Panel with case studies and success stories of IPR management and valorisation Moderator: EU IP Helpdesk (Ivana Vuka) <ul style="list-style-type: none"> • NIPD Genetics, <i>Professor Philippos Patsalis, Director Medicover Genetics, NIPD Genetics Founder & CEO</i> • Theramir, <i>Dr Marianna Prokopi-Demetriades, Founder & Director</i> • Ascanio, <i>Mr George Tziayas, Founder & CEO</i> • UCY, RISS, Innovation Management Sector, <i>Dr Anastasia Constantinou, RTTP, Head</i>
12:00-12:20	The European IP Helpdesk as an actor in the EU innovation support landscape, <i>Bruna Pausic, European IP Helpdesk</i>
12:20-13:00	Panel with International Innovation Support Initiatives and Services <ul style="list-style-type: none"> • European Patent Office, <i>speaker TBC</i> • European Union Intellectual Property Office, <i>speaker TBC</i> • European Institute of Innovation & Technology, <i>speaker TBC</i> • Booster, <i>Michele Dubbini</i> • Impact Licensing Initiative, <i>Bruno Vandermeulen, TBC</i>
13:00 – 15:00	Lunch, networking, and Innovation Support Services exhibition