

EU INDUSTRY WEEK 2021

#EUIndustryWeek



The European Green Deal: Are we ready? Main IP challenges for the Green Deal

1 March 2021  09:30 – 11:30

AGENDA

9:30-9:35 **Welcome** by moderator | Simon Cheetham | Team Leader, China IP SME Helpdesk

9:35-9:45 **Introduction** by EASME | Natalia Martínez Páramo | Head of Unit COSME at EASME

PANEL SESSION: IP the key to success

9:45-10:00 **Best practice cleantech example EU: European IP Helpdesk case study Orcan Energy**
Christian Hackl | European IP Helpdesk / TUM-Tech GmbH
Introduced by moderator | Jörg Scherer | European IP Helpdesk

10:00-10:15 **IP and business challenges faced by European cleantech companies when expanding in international markets** | Daniel Marques de Vasconcelos | EU IP Ambassador
Introduced by moderator | Jörg Scherer | European IP Helpdesk

10:15-10:45 **INTERNATIONAL CASE STUDIES: IP support for EU SMEs offering green technologies and sustainable solutions as part of their internationalisation process**
1 South-East Asia IP SME Helpdesk
2 Latin America IP SME Helpdesk
Introduced by moderator | Jörg Scherer | European IP Helpdesk

10:45-11:00 **The Japan experience** | Luca Escoffier | EU Japan Technology Transfer Helpdesk
Nicole Bigler | Sonoda & Kobayashi
Introduced by moderator | Jörg Scherer | European IP Helpdesk

11:00-11:25 **ROUNDTABLE DISCUSSION** steered by the moderator | Jörg Scherer
Participants
Christian Hackl | European IP Helpdesk
Daniel Marques de Vasconcelos | EU IP Ambassador
South-East Asia IP SME Helpdesk case study
Latin America IP SME Helpdesk case study
Luca Escoffier | EU Japan Technology Transfer Helpdesk
Nicole Bigler | Sonoda & Kobayashi

11:25-11:30 **Closing** by moderator

<https://euconf.eu/ip-helpdesk/ip-challenges-for-the-green-deal>

