

IP Protection in China in the Digital Economy

Co-Organized by Enterprise Europe Network Hellas



Supported by:



When: 21 July 2022, 10:00-11:30 (Athens time)

Where: Online Zoom meetings

Registration link:

<https://us02web.zoom.us/meeting/register/tZMvfUChpjKpHdRpyghAAU8aS64p0FyLc4bJ>

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The digital landscape in China has been through tremendous changes in recent years, resulting in the success of e-commerce platforms as new marketplaces, fast-paced growth in the AI-related industries and big-data analysis as well as digitalisation of production, distribution and delivery processes. Intellectual property (IP) is a crucial element of digital economy as it drives innovation and provides SMEs with a comparative advantage over competitors and increases trust in SMEs' products or services.

Join the upcoming training organised by EEN-Hellas, PRAXI Network, Science & Technology Park of Crete and the China IP SME Helpdesk! IP Expert Dr. Joerg-Michael Scheil will share best practices on how to develop a comprehensive IP strategy to protect your company's innovations and enforce your brand.

WHAT TO EXPECT:

- Importance and relevance of intellectual property
- Brand and design protection
- Design patent, invention patent, utility models: what are the main differences
- The role of new digital technologies in IP enforcement and protection
- Concrete tips and best practices for protecting innovation of European SMEs

AGENDA

10:00 - Welcome remarks by EEN-Hellas

10:05 - Introduction of the China IP SME Helpdesk – Alessandra Capriglia, Project Manager, China IP SME Helpdesk

10:10 – “IP Protection in China in the Digital Economy”, Dr. Joerg-Michael Scheil, IP Expert of the China IP SME Helpdesk

11:00 – Q&A