



EU4Digital ICT Innovation networking event

CONCEPT OUTLINE

When and where: 2 March 2021, 8:30 - 11:30 (CET), online.

Concept: The EU4Digital Initiative will hold ICT Innovation networking event remotely in form of virtual session. The concept of the event is provided in this document.

Language: The event will be held in English.

Topic: Strengthening the capacity of national patent offices, IPR consultants and other innovation ecosystem actors to provide IPR-related services for start-ups and SMEs in EaP region.

Goals:

1. Provide better knowledge on tools and possibilities offered by European IP Office ([EUIPO](#)) including those that can be made available to the EaP region, including:
 - a. Innovative tools and services (e.g. [TM view](#), [TMclass](#), [Designview](#), [e-filing](#));
 - b. Trainings delivered via [EUIPO Academy for SMEs](#).
2. Promote among the EaP participants tools and services of [European IP Helpdesk](#) supporting SMEs on IPR protection and management issues ([Helpline](#), [Signposting Directory](#), [Online Library](#), [Training & Events](#)).
3. Promote the European IP Helpdesk [Ambassadors](#) (available in Belarus and the Republic of Moldova).
4. Discuss the opportunities of capacity building of national patent offices (NPO), technology transfer centres and other innovation ecosystem actors in EaP countries to provide services for start-ups and SMEs on IPR-related issues.

Target audience in EaP countries:

- Ministerial level representatives and agencies coordinating the development of innovation ecosystem;
- National patent offices;
- Business incubators, accelerators, other innovation support and consultancy organisations;
- Technology transfer offices, including those at universities and R&D organisations.

Number of participants: around 40 – 60.

Key EU participants:

- The European Commission (DG GROW);
- [European IP Office](#) (EUIPO);
- [European IP Helpdesk](#).

Potential cooperation areas:

- Registration of additional EaP organisations to the [European IP Helpdesk's Signposting Directory](#) database that is providing access to key institutions and services active in the fields of intellectual property, research and/or business support¹;
- Collaboration on capacity building of NPOs, IPR consultancy organisations, technology transfer centres and other innovation ecosystem actors in EaP countries to provide services for start-ups and SMEs on IPR-related issues.
- Elaboration of joint projects/programmes with [European IP Office](#) enabling the EaP stakeholders to access the selected EUIPO tools and possibilities (e.g. via [international cooperation framework](#), the Neighbourhood, Development and International Cooperation Instrument ([NDICI](#)), similar to [EUGIPP](#) project for Georgia).

¹ The database is open to COSME countries (Armenia, the Republic of Moldova, Ukraine). Currently the database includes only a organisation from the Republic of Moldova - National Agency for Research and Development.



AGENDA

EU4Digital ICT Innovation fourth networking event:

«Strengthening the capacity of national patent offices, IPR consultants and other innovation ecosystem actors to provide IPR-related services for start-ups and SMEs in EaP region»

2 March 2021 – Tuesday		
Time (CET)	Topic	Participants / Speakers
8:15 - 8:30	Time for connection – the session will start at 8:30 sharp	EU4Digital Facility ICT Innovation Team
Introduction and Keynote speech		
8:30 - 8:45	Opening notes. Networking event – goals and objectives. Brief introduction of participants.	EU4Digital Facility ICT Innovation Team
8:45 – 9:00	Keynote speech, the European Commission (DG GROW)	Wawrzyniec Perschke, Policy Officer at European Commission – DG GROW
Session 1 – Trainings and capacity building for NPOs, universities and research centres, SMEs and other ecosystem actors		
9:00 – 9:15	European IP Office (EUIPO) value proposition: innovative tools and possibilities for IP management	Alvaro Garcia Alcazar, Team Leader, International Cooperation and Legal Affairs Department at European Union Intellectual Property Office
9:15 - 9:30	Q&A	All participants
9:30 – 10:00	European IP Helpdesk value proposition and sharing of experience of European IP Helpdesk Ambassadors	<ul style="list-style-type: none"> Claire Fritz, Senior Project Manager at European IP Helpdesk Dr. Alexander Uspenskiy, Director at Republican Centre for Technology Transfer (Belarus), IP Ambassador for Belarus Vadim Iatchevici, Head of Innovative Projects Directorate at National Agency for Research and Development (Moldova), IP Ambassador for the Republic of Moldova
10:00 - 10:15	Q&A	All participants
10:15 – 10:20	Short break – Session 2 will start at 10:20 sharp	EU4Digital Facility ICT Innovation Team
Session 2 – Special training session for R&D organisations, SMEs and business support organisations		
10:20 – 11:05	European IP Helpdesk: Webinar on IP management protection and exploitation in the ICT sector	Dr. Eugene Sweeney, Expert in Practical Innovation and IP Management at European IP Helpdesk
11:05 - 11:20	Q&A	All participants
11:20 - 11:30	Wrap up and closure of event	EU4Digital Facility ICT Innovation Team



Annex 1. Short descriptions of organisations

Name	Description
European Union Intellectual Property Office	<p>The EUIPO is responsible for managing the EU trade marks and registered Community designs. The organisation also hosts the European Observatory on Infringements of Intellectual Property Rights that brings public and private stakeholders together in the fight against piracy and counterfeiting. Through the European Union Intellectual Property Network (EUIPN), EUIPO, together with the national and regional intellectual property offices of the EU, is working with international partners outside the EU, to enable the harmonisation of registration practices for trade marks and designs and the development of common tools. That also include extending the benefits of EUIPN tools and practices beyond the borders of the EU. Furthermore, the organisation carries out bilateral cooperation with IP offices in non-EU countries or regional organisations subject to a prior internal and external cost-benefit analysis.</p> <p>In addition, the EUIPO has consolidated its close cooperation with the European Commission to promote robust IP systems outside the EU through IP projects that aim to promote innovation, enhance the capacities of non-EU IP Offices and increase IP protection. The projects currently being implemented are IP Key China, IP Key Latin America, IP Key South-East Asia, ARISE+ IPR, CarlPI, AfrIPI and EUGIPP.</p>
European IP Helpdesk	<p>European IP Helpdesk is a service funded by the European Commission and managed by the Executive Agency for Small and Medium-sized Enterprises (EASME), with policy guidance provided by the European Commission's Directorate-General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW). The organisation supports cross-border SMEs and research activities to manage, disseminate and valorise technologies and other Intellectual Property Rights (IPR) and IP assets at the EU level. European IP Helpdesk provides free-of-charge, first-line advice and information on IP to eligible countries and in the framework of EU funded projects. Offering a broad range of informative material, the Helpline service for direct IP support and on-site and online training, the European IP Helpdesk's main goal is to support IP capacity building along the full scale of IP practices: from awareness to strategic use and successful exploitation. This strengthening of IP competencies focuses on EU SMEs, participants and candidates in EU-funded projects, and EU innovation stakeholders for an increased translation of IP into the EU innovation ecosystem.</p>
European IP Helpdesk Ambassadors	<p>European IP Helpdesk Ambassadors, or #IPAmbassadors, promote the services of the organisation, provide basic IP training events and advice at local level using European IP Helpdesk training materials and publications, promote the European IP Helpdesk services and activities on Enterprise Europe Network members' websites and via additional communication means (e.g. newsletters), assess local SMEs' needs with regard to IP and provision of feedback to the Helpdesk team and take part in a regular and systematic capacity building programme and mutual exchange on experiences, and best practices in IP with the European IP Helpdesk.</p>



Annex 2. List of speakers



Mr. Wawrzyniec Perschke, Policy Officer at the European Commission (DG GROW)

Mr. Perschke is working on the policy of intellectual property (IP) support for SMEs and on selected projects in this area with Executive Agency for SMEs (EASME) and with EU Intellectual Property Office (EUIPO). His experience in the Commission includes work as an economist on broad IP issues (e.g. standard essential patents, IP management, access to and ownership of big data, and management of European Commission-EUIPO relations), on industrial policy for EU candidate countries and competitiveness analysis of EU Member States. Prior to work in the Commission he worked as an academic assistant in the field of economics at the College of Europe, Natolin campus.



Mr. Alvaro Garcia, Team Leader at International Cooperation and Legal Affairs Department at European Union Intellectual Property Office

Mr. Alvaro joined the EUIPO in 2012 and managed cooperation projects in Southeast Asia and India till 2017. Alvaro currently leads the EU-funded team, where his responsibilities include supervising the implementation of the external actions administered by the EUIPO on behalf of the EC in China, the Caribbean, Latin America, Africa, Georgia and ASEAN.

From 2001 to 2008, he worked in the private sector developing renewable energy projects in Germany and as a project manager in Luxembourg and London. From 2008 to 2012, Mr. Garcia worked for the European Commission (DG DEVCO) in EU delegations and Brussels initiating and implementing cooperation projects.

Alvaro Garcia is a Spanish national, a graduate in Administration and Business Management of The Universitat Jaume and holds an MBA in international commerce. He also has extensive experience in the formulation and management of development cooperation programmes.



Ms. Claire Fritz, Senior Project Manager at Eurice GmbH and Senior Project Manager at the European IP Helpdesk

Ms. Fritz has been working in international projects for more than 9 years, being in charge of classical project management (e.g. long and short-term performance control and analysis, quality assurance or overall task coordination) as well as establishing and implementing holistic long-term stakeholder and IP community management processes. Claire joined the IP area in 2014 and since then she coordinates and contrives all training and awareness raising activities. Since 2019, she also coordinates the overall project management of the European IP Helpdesk. Next to the European IP Helpdesk, Claire is part of the teams of the South-East Asia IP SME Helpdesk, the India IP SME Helpdesk and the brand-new IP SCAN service.



Dr. Eugene Sweeney, Expert in Practical Innovation and IP Management at European IP Helpdesk

Mr. Eugene is a Senior Advisor for the European IP Helpdesk, and a Director of Iambic Innovation, a company he founded 20 years ago which focusses on the exploitation of research and early-stage technology. He is also an active member of the International Organisation for Standardisation (ISO) & European (CEN) Standards Committees, which have recently developed the ISO 56000 series of guidance standards for IP Management and Innovation Management.

He has over 40 years practical experience of IP management, research commercialisation and innovation in the ICT sector, having formed his first spin-out in 1978, while a researcher in computer modelling and simulation. He then worked for a major manufacturer in the early microcomputer and network industry, where he was responsible for sourcing, acquiring and developing new technologies and software, and taking them to market. After that he spent 11 years managing an investment portfolio of early-stage ICT technologies; developing and commercially exploiting them through licensing, equity investments, start-ups, or joint ventures, as appropriate.



Dr. Alexander Uspenskiy, Director of the Republican Centre for Technology Transfer (RCTT), IP Ambassador for the Republic of Belarus

Mr. Uspenskiy is director of RCTT since 2003. He is also coordinator of Consortium of the COSME project "Enterprise Europe Network Belarus", European IP Helpdesk Ambassador in Belarus, Secretary of the Council for Scientific and Technological Cooperation the NAS of Belarus with China and Secretary of the NAS of Belarus at LG Electronics Technology Advisory Board.

The speaker is a specialist in the field of technology transfer, IPR and innovation management. Author and co-author over 150 scientific publications, inventions and computer programs including 10 books in the field of technology transfer. He also participated in implementation of 30 international projects of the RCTT (in 25 projects as a project manager of the Belarusian part of the project, and in 5 projects as an expert). Scientific supervisor over 30 completed R&D works. In particular, , he has been leading the development, improvement, and maintenance of software for the [RCTT Network](#) since 2002.



Mr. Vadim Iatchevici, Head of Innovative Projects Directorate at National Agency for Research and Development, IP Ambassador for the Republic of Moldova

Mr. Vadim (PhD), has more than 8 years of experience working in the research and innovation sphere. For more than 5 years he acts as COSME Enterprise Europe Network senior expert, KAM and EIMC consultant and EU IP Helpdesk Ambassador for the Republic of Moldova. The speaker is currently employed at the National Agency for Research and Development with the position of Head of Innovative Projects Directorate. He is responsible for coordinating and implementing the mechanisms of support for the development of innovation and technology transfer in Moldova.

He has expertise in the field of analysis of innovation and technology transfer projects, selection and financial support of projects, including experience with international projects that prove his professional capacity. To mention, he was a local coordinator of 2 FP7 projects: "Bridging Gaps between R2I in Resource Efficiency and Raw Materials" and "Reinforcing cooperation with ENP countries on bridging the gap between energy research and energy innovation"; worked as an expert in innovation and technology transfer "Forming a network of innovative infrastructure institutions in cross-border region" (MD-UA-RO, period 2013 – 2016); expert for Business Support Infrastructure Project supported by Good Governance Fund in Moldova (2018).

Also, his experience is confirmed by many studies, surveys conducted on innovation management issues, and significant number of assessments of innovation projects in both national and international financial support programmes.