

JOINT WEBINAR

How to maximize profits from your creations with IPR in Latin America – Benefits for Czech businesses in the Cleantech sector

10.00h – 11.15h Brussels Time

More and more companies are moving in international environments in which it is essential to consider some aspects of the protection of copyright, trademarks and patents.

By granting exclusive rights on the use of an invention or creation, IP rights give their holders several advantages, which properly exploited can be used to bring highly competitive products to the market, increase market share and revenues.

Nevertheless, holders must be aware that such rights can be geographically limited and, therefore, subject to further protection if they are planning to enter foreign markets.

In this regard, renewable energies have become a valuable sector in Latin America countries, with a great focus on non-conventional energy sources at short, medium and long term. In fact, Brazil, Mexico or Colombia are prime destinations for EU SMEs that are willing to go international.

The **Latin America IP SME Helpdesk** together with **Czech Ministry of Industry and Trade** will host a webinar for EU SMEs interested in doing business or enter R&D collaborative relationships in Latin America with special focus on the cleantech sector.

The main issues concerning the protection of Intellectual Property to bear in mind when internationalizing a business will be explained. Special attention will be then given to the idiosyncrasies of IP protection in Brazil, Argentina, Colombia, Peru and Mexico.

What you can expect:

- Services provided by EU initiatives that support SMEs in the region
- Main steps and particularities to protect your trade marks, inventions and creations locally
- Updated information on the registration proceedings
- Tips to enforce your rights in the current situation
- Various case studies involving EU SMEs experiencing and overcoming issues with IP protection in the region
- Tailor-made assistance to your queries

Registration Link: [CLICK HERE](#)

AGENDA:

10.00h-10.15h: Welcome and opportunities for Czech businesses in the Latin American cleantech sector

*Presented by **Jan Chmelik** – Head of Americas Unit
Czech Ministry of Industry and Trade*

10:15h-11.00h: Training session “How to maximize profits from your creations with IPR” featuring examples from the clean tech industry

*Presented by **Giovanna Girardi**– IP expert at the Latin America
IP SME Helpdesk*

11:00h-11.15h: Questions and Answers