

## WIPO EON AGROFOOD WEBINAR SERIES<sup>1</sup>

### Webinar Series Overview Message

#### **Mark your calendars!**

The @World Intellectual Property Organization is launching its five-week #Webinar Series focused on #trending #topics from the #agrotech and #foodtech industries. Tune in every Friday starting October 7 for the weekly dose of #IP for your business!

#### **#What is it about?**

The agrotech and foodtech are some of the fastest-growing industries in #Europe and #AsiaPacific for #startups, #spin-offs and #SMEs. But how much #intellectualproperty (IP) is there in:

- #circulareconomy,
- #plant-based foods and #meatalternatives,
- #traceability #systems,
- #foodinnovation in R&D,
- #biomaterials and #sustainablepackaging?

Attend our webinars and join the #discussions and hear directly from #companies themselves about their experiences in #growing their businesses through #IP.

#### **#When is this happening?**

The interactive sessions will be held every Friday starting October 7, focusing on insights from #agrotech and #foodtech industry experts and opportunities to harness intellectual property (IP) for entrepreneurs.

#### **#Who is it for?**

Are you working for an #innovative #futureoriented company in the agrotech and foodtech industries? Are you passionate and involved in the topics mentioned above? Do you want to learn how to grow your business through the strategic use of #IP? Do you want to hear from and connect to other like-minded companies from across #Europe and #AsiaPacific?

Have we piqued your interest? Come and join the webinars – we would love to hear your #questions, #comments and #thoughts.

#### **#How can I sign up?**

Register through the link: <https://lnkd.in/gjDxwi8p> and share it with your #network!

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<sup>1</sup> These messages exclude name tags and emojis.

**Did you know?** The Webinar Series is part of the WIPO Entrepreneurs Online Network (EON) initiative. EON aims to build an online network in [#Europe](#) and [#AsiaPacific](#) among [#SMEs](#), [#Startups](#), [#Spinoffs](#) in the field of [#agrotech](#) and [#foodtech](#) who use their [#intellectualproperty](#) strategically to [#grow](#) their [#businesses](#). Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different [#countries](#) of the regions to support you on your [#IP](#) journey.

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### **Webinar 1 (Oct 7) Message - Boosting the impact of the [#circulareconomy](#) through IP**

Have you wondered how [#IP](#) can be put in use to help us in the field of [#circulareconomy](#)?

Is your company passionate about finding [#sustainable](#) [#solutions](#) to [#newchallenges](#), such as [#minimizing](#) [#waste](#) and [#pollution](#) and improving [#lifecycle](#) of your [#products](#)?

Are you an active supporter of the seven principles of waste prevention - [#refuse](#), [#reduce](#), [#reuse](#), [#repair](#), [#regift](#), [#recover](#), [#recycle](#)?

Then join the [@World Intellectual Property Organization](#) webinar on October 7 to learn more about how boost the impact of the [#circulareconomy](#) using your business' IP!

Register through the link: <https://lnkd.in/gjDxwi8p> and share it with your [#network](#)!

**Did you know?** This webinar is the first session of a five-week Webinar Series part of the WIPO Entrepreneurs Online Network (EON) Initiative. EON aims to build an online network in [#Europe](#) and [#AsiaPacific](#) among [#SMEs](#), [#Startups](#), [#Spinoffs](#) in the field of [#agrotech](#) and [#foodtech](#) who use their [#intellectualproperty](#) strategically to [#grow](#) their [#businesses](#). Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different [#countries](#) of the regions to support you on your [#IP](#) journey.

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### **Webinar 2 (Oct 14) Message - Leveraging IP in [#plantbased](#) foods and meat alternatives for expanding business opportunities**

Are you looking to become part of the growing family of leaders in the production of [#newfood](#)?

[#Patent](#) filings for [#plantbased](#) foods and [#meatalternatives](#) are increasing - are you ready to use your [#intellectualproperty](#) (IP) to [#expand](#) your [#business](#)?

Join on October 14 the @World Intellectual Property Organization Webinar to #dive deeper into how to leverage #IP to #grow your #company.

Register through the link: <https://lnkd.in/gDxwi8p> and share it with your #network!

**Did you know?** This webinar is the second session of a five-week Webinar Series part of the WIPO Entrepreneurs Online Network (EON) Initiative. EON aims to build an online network in [#Europe](#) and #AsiaPacific among #SMEs, #Startups, #Spinoffs in the field of #agrotech and #foodtech who use their #intellectualproperty strategically to #grow their #businesses. Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different #countries of the regions to support you on your #IP journey.

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### **Webinar 3 (Oct 21) Message - Technologies and innovative solutions for traceability systems: Enhancing business opportunities through IP**

How are #traceability systems linked to #increasing #trust in the #agrofood industry?

What do #innovativesolutions for enhancing your #business #opportunities in the #agrotech and #foodtech industries look like?

Join the @World Intellectual Property Organization #webinar on October 21 when #experts and #company representatives tackle current #issues and #trends around the topic of traceability.

Register through the link: <https://lnkd.in/gDxwi8p> and share it with your #network!

**Did you know?** This webinar is the third session of a five-week Webinar Series part of the Entrepreneurs Online Network (EON) Initiative. EON aims to build an online network in [#Europe](#) and #AsiaPacific among #SMEs, #Startups, #Spinoffs in the field of #agrotech and #foodtech who use their #intellectualproperty strategically to #grow their #businesses. Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different #countries of the regions to support you on your #IP journey.

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### **Webinar 4 (Oct 28) Message - Food innovation ecosystems: Experiences and case studies of leveraging innovation and IP in food research and development**

How much #intellectualproperty (IP) is there in R&D?

Do you want to receive first-hand insights on how to #leverage #innovation and #IP in #foodinnovation #ecosystems?

Are you eager to dive deep into #research and #development when it comes to #newfood?

Join experts at the next interactive webinar on October 28 organized by @World Intellectual Property Organization to #discuss hand picked #casestudies to help you navigate this #futureoriented area!

Register through the link: <https://lnkd.in/g/Dxwi8p> and share it with your #network!

**Did you know?** This webinar is the fourth session of a five-week Webinar Series part of the Entrepreneurs Online Network (EON) Initiative. EON aims to build an online network in [#Europe](#) and [#AsiaPacific](#) among [#SMEs](#), [#Startups](#), [#Spinoffs](#) in the field of [#agrotech](#) and [#foodtech](#) who use their [#intellectualproperty](#) strategically to [#grow](#) their [#businesses](#). Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different [#countries](#) of the regions to support you on your [#IP](#) journey.

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[#researchanddevelopment](#)

#### **Webinar 5 (Nov 4) Message - Growing markets and business opportunities in using biomaterials and sustainable packaging: Experiences and case studies of leveraging innovation and IP**

Are you all caught up with the #emerging #solutions in the field of #biomaterials and #sustainable packaging?

Have you struggled to find the right #packaging for your #products so that you #minimize #waste and #pollution? What if the packaging you use can also #extend your product's #lifecycle? How would you go about it from the #intellectualproperty perspective?

Join the @World Intellectual Property Organization #webinar on November 4 when #experts and #company representatives dive deeper into what is out there and what comes next when it comes to #sustainability in packaging.

Register through the link: <https://lnkd.in/g/Dxwi8p> and share it with your #network!

**Did you know?** This webinar is the fifth session of a five-week Webinar Series part of the WIPO Entrepreneurs Online Network (EON) Initiative. EON aims to build an online network in [#Europe](#) and [#AsiaPacific](#) among [#SMEs](#), [#Startups](#), [#Spinoffs](#) in the field of [#agrotech](#) and [#foodtech](#) who use their [#intellectualproperty](#) strategically to [#grow](#) their [#businesses](#). Through the webinar series, we want to highlight successful examples of using IP in the industries as well as present different tools and services provided in different [#countries](#) of the regions to support you on your [#IP](#) journey.

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