International IPR SME Helpdesks

East Meets West - Vienna

19-20 April 2018
Agenda

- Why Intellectual Property Rights IPR?
- Core Services
- Linking the International Helpdesks
- Expanding Services
- AI and the IPR Helpdesks
- Partner With Us
  - Strengthening Your Business Abroad
- Q&A
Why IPR?

• It is your main business asset!
• Strengthen competitiveness
• Attract investors
Core Services

Enquiry Helpline

Training Workshops

Webinars

Website & Blog

Guides & Factsheets

Copyright © 2018 International IPR SME Helpdesks. All rights reserved.
Expanding Services

- New E-Learning Modules
- E-Book
- Updated Guides
- New Joint Trade Fair Guide
- Tear-Out Supplement
- Case Studies
- Infographics
- Videos
AI and the IPR Helpdesk

• EU AI policy
• Quality control
• Linear vs. non-linear
• AI not yet fully autonomous
  – Empathy
  – Nuance
• Embrace with caution
Partner With Us

International IPR HDs → An integral part to SMEs’ internationalisation

Effective IPR access and use promote a company’s growth and ensure its competitiveness.

Collaboration with other EU-funded instruments has proven complementarity and relevance of IPR Services.

IPR preparedness is crucial to successfully enter new markets.

Copyright @ 2018 International IPR SME Helpdesks. All rights reserved.
Thank you for your attention