

THE IMPORTANCE OF IP IN INTERNATIONALIZATION STRATEGIES: THE CASE OF LATIN AMERICA

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.

The **Latin America IPR SME Helpdesk** together with the **Instituto Nacional da Propriedade Industrial (INPI)** and **Enterprise Europe Network at INESC TEC** will host a workshop for anyone who is interested in doing business or enter R&DT collaborative relationships in Latin America.

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 idiosyncracies of IP protection in Brazil, Argentina, Colombia, Peru and Mexico.

Moreover, attendees will have the chance to be assisted by the Intellectual Property Experts during the bilateral meetings*.

Save the date and book your seat in this workshop [here](#)

TARGET AUDIENCE: Portuguese organizations, including startups, with potential or existing business or R&D collaborative relations with Latin America

SPEAKERS: Ms. Patricia Covarrubia

LANGUAGE: English

DATE: 4th May 2017

TIME: 09.00 - 12.00 (12.00 to 13.30 only for bilateral meetings – max. 15 minutes per person. They must be scheduled and subject information to address)

LOCATION: INESC TEC, Campus da FEUP, Porto

REGISTRATION: Free of charge, but limited to number of available seats. Until 29th April.

AGENDA:

- 08H30 CHECK-IN
- 09H00 WELCOME REMARKS BY ENTERPRISE EUROPE NETWORK @ INESC TECC
- 09H10 PROTECTING YOUR INVENTIONS ABROAD
- 10H00 EU STARTUPS IN LATIN AMERICA: MOST COMMON IP ERRORS
- 10H45 COFFEE-BREAK
- 11H00 HOW TO PROTECT YOUR SOFTWARE IN BRAZIL
- 11H45 TECHNOLOGY TRANSFER IN LATIN AMERICA
- 12H30 BILATERAL MEETINGS *
- 13H30 CLOSURE

* Max. 15 min per organization. Subject to prior and confirmed booking and indication of topic to be discussed.