

# EU Open for Business – A New Compass for SMEs

26-28 May 2021



#EUOpen4Business



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Thursday 27 May

10:00 - 11:15

## Webinar 3: What is Intellectual Property and why should I care?

This Intellectual Property (IP) training module provides an introduction to basic concepts and definitions of IP and Intellectual Property Rights (IPR). You will hear about the first steps to be taken when it comes to IP protection and get an overview of existing practices and processes related to IP management and even its enforcement.

Moderator & Speaker:

- **Michele Dubbini**, Senior IP Advisor, European IP Helpdesk"

*With a B.A. in international law from the Catholic University of Milan, Italy and an M.A. in intellectual property law from the University of Alicante, Spain, Michele Dubbini is now Senior IP & Innovation Advisor and legal expert at Eurice GmbH. Since 2014, he has supported the European IP Helpdesk as a speaker for webinars and on-site training events on IP Rights throughout Europe. Thanks to his international legal background and IP expert knowledge, he contributes to the creation and revision of consortium agreements and grant contracts for multinational research consortia and speaks at training events and workshops Eurice is involved in.*

11:30 - 12:30

## Webinar 4: Erasmus for Young Entrepreneurs – A journey to start or grow your business

Build your entrepreneurial capacity: get skills, find an experienced business partner and mentor, and create Europe-wide networks. Come and meet new and experienced entrepreneurs from the Erasmus for Young Entrepreneurs programme. Find out how to join the community. Start your business today!

Moderator & Speaker:

- **Marijana Juras**, Policy Assistant, Industrial Forum, Alliances, Clusters, European Commission

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*Marijana Juras is a policy assistant in DG GROW of the European Commission, dealing in particular with Erasmus for Young Entrepreneurs programme.*

## Speakers:

- **Kateřina Nejdlová**, Policy Officer, Industrial Forum, Alliances, Clusters, European Commission

*Kateřina Nejdlová is a policy officer in DG GROW of the European Commission, dealing in particular with Erasmus for Young Entrepreneurs programme.*

- **Bojan Jukić**, Host Entrepreneur in Erasmus for Young Entrepreneurs programme

*Bojan Jukić is co-founder & CTO at goUrban, a software engineering company for shared mobility.*

- **Ivana Slezakova**, New Entrepreneur in Erasmus for Young Entrepreneurs programme

*Ivana Slezakova is an aspiring entrepreneur, with diplomas and experience in biotechnology and brewing; she intends to open her own beer brewery.*

14:00 - 16:00

## **Webinar 5: Access to markets in the EU and beyond – an orientation for entrepreneurs**

Are you seeking success for your business in European and international markets? Then sign up to learn about three EU initiatives which can help you take your business into new markets. The *Europe Enterprise Network* provides advisory services, capacity building and networking opportunities. The *Access2Markets* website offers a wealth of practical and technical information for exporting and importing products into the EU. And the *European Cluster Collaboration Platform (ECCP)*, is the European online hub for industry clusters. During the webinar you will learn how to easily find your way through the jungle of rules of origin, custom duties or technical standards.

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## Moderator:

- **Nicola-Elizabeth Morris**, Policy Officer, Industry Forum, Alliances and Clusters, European Commission

*Nicola Morris is a policy officer for DG GROW of the European Commission, dealing in particular with strategy and governance of the Enterprise Europe Network.*

## Speakers:

- **Jean-Philippe Mergen**, Director Internationalisation Enterprise Europe Network Brussels, BECI – Chamber of Commerce of Brussels

*Director Internationalisation at BECI-Chamber of Commerce of Brussels, Jean-Philippe Mergen has been coordinating for 13 years the internationalisation support services provided to Brussels companies within the framework of Enterprise Europe Network Brussels. It advises companies on access to foreign markets as well as for their development in Europe through the single market. It also connects SMEs with companies abroad for commercial partnerships through the Enterprise Europe Network.*

- **Lutgart Spaepen**, Consortium leader / advisor, Enterprise Europe Network Flanders, VLAIO

*Lutgart Spaepen is coordinating the Enterprise Europe Network in Flanders (Belgium) since 2008. At present, she is also chairing the Thematic Group Single Market in the EEN Network. She has been active in SME policy, regional development and EU projects since 1980.*

- **Nina Baumeister**, Policy Officer, Access2markets, European Commission

*Nina Baumeister is Project and Policy Officer in DG TRADE of the European Commission, dealing with Market Access and is the responsible officer for the Access2Markets platform.*

- **Larisa-Paula Boldea**, Project Officer, Access2markets, European Commission

*Larisa Boldea is Project Officer in Directorate General TRADE of the European Commission, responsible for the Access2Markets platform.*

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- **Fredrik Beckvid Tranchell**, Project Officer, Access2markets, European Commission

*Fredrik Beckvid Tranchell is a trade negotiator for the European Commission specialised in rules of origin, who has been part of the team developing the new ROSA tool on the Access2Markets platform. His previous experiences include working on food safety and as an advisor to the former Trade Commissioner Cecilia Malmström. He holds degrees in economics, political science and international relations from Lund University and the London School of Economics.*

- **Benoit Esmanne**, Policy Officer, Industry Forum, Alliances and Clusters, European Commission

*Benoit Esmanne is a Policy Officer for Directorate General GROW of the European Commission in the unit dealing with Clusters and Alliances. He is in charge of the Cluster Excellence Programme, which includes a mobility scheme accessible to SMEs. He is also dealing with the European Cluster Collaboration Platform, the European online hub for industry clusters that supports business competitiveness through peer learning, networking and collaboration.*

**Please note:**

In light of the pandemic, the programme may be subject to changes.