



INNOVATION AND INTELLECTUAL PROPERTY RIGHTS

Looking towards a stronger EU-CELAC partnership

Lessons learned from the EC co-funded MERCOSUR IPR SME Helpdesk
Seminar organized within the framework of the
EU-CELAC Academic Summit
8 June 2015 / 14H30 – 18H40
European Parliament
Brussels

Organized within the framework of the EU-CELAC Academic Summit by EUROCHAMBRES and the Local Organizing Committee (LOC) of the 2d Academic EU-CELAC Summit with the support of the EC funded Mercosur IPR SME Helpdesk and IRELAC (Institut Interuniversitaire pour les Relations entre l'UE et les pays d'Amérique Latine et des Caraïbes)

As a result of reciprocal demands for closing the gap between industry and university, both the business and the academic communities will meet in a common working session in Brussels for exchanging on how to spur innovation and IPR culture at the bi-regional level. Consensual views about key-issues and suggestions will strengthen the messages both EU-CELAC Business and Academic Summits will issue to the Heads of State and Governments on Innovation and IPRs, in particular the common concern for creating bi-regional synergies for stimulating innovation and technological transfers along global value chains which will contribute to strengthen competitiveness by increasing productivity in both regions. The

seminar will present as well the lessons learned and recommendations of the EC co-funded Mercosur IPR SME Helpdesk initiative which started in November 2013 and which will be extended to the entire Latin American continent from the 1st of July 2015. The Helpdesk facilitates the expansion of the European Small and Medium-Sized Enterprises (SMEs) which are interested in or already operating in Latin America, through increased know-how of the usage and enforcement of the Intellectual Property (IP) rights system.

Provisional Agenda

13h45 – 14H15 *Registration and welcome*

14H15 – 15h00

- **Welcome Addresses by the co-organizers of the seminar** (10' each)
 - Arnaldo Abruzzini, Secretary General - EUROCHAMBRES
 - X Representative of the CELAC Academic Community (TBC)
- **Opening Address form LAC representative** (15')
"Strengthening research capacities and innovation"
Mario Cimoli, CEPAL (TBC)
- **Keynote Speech** (15')
"Understanding the university-business cooperation ecosystem: towards evidence-based systemic policies"
Victoria Galán Muros, Fachhochschule Münster (Germany), Vrije Universiteit Amsterdam and University-Industry Innovation Network (UIIN, Amsterdam)

15h00 - 15h30 *coffee break*

15h30 – 17h15

1. Towards a new model of partnership University-Industry-Government in the framework of the EU-CELAC relations

Chairperson (5')

Margaretha Mazura, Secretary General EMF - The Forum of e-Excellence

Issue presenters: (15' each x4 => 15h35 -16h35)

- **"Spurring access of local firms and SMEs from both regions to Global Value Chains – Importance of the innovation and IPR"**
TEC of Monterrey (name TBC)
- **"Safe use of information technology as a vector for cooperation between academia and industry, shown through examples from Latin America and Spain"**
Alberto Chehebar, USUARIA,
- **"The role of Intellectual Property in business relationships EU- Latin America"**, Rodrigo Ramirez Herrera (IP Lawyer from Chile)
- **"Intellectual Property: a tool for reducing the University-Industry gap"**, Manuel Desantes Real (former Vice-President of EPO, UA Staff)

- **Lessons learned and recommendations of the EC co-funded Mercosur IPR SME Helpdesk initiative in Latin America**
 - Objective, services provided, key achievements and best practices of the MERCOSUR IPR SME Helpdesk
 - Main challenges for EU SMEs
 - Forward looking recommendations
 - Launch of the Latin America IPR SME Helpdesk (the Mercosur SME IPR Helpdesk team)

Regional presenters: (10' each x4 => 16h40-17h20)

- “What Industry wants to tell to the Bi-regional Summit”
 - EU industry representative (to be identified by EUROCHAMBRES)
 - Peter Hill, President AICO, CELAC industry representative (TBC)
- “What universities and researchers want to tell to Bi-regional Summit”
 - David Rampersad - University of the West Indies (UWI)
 - Jan Cornelis – Vice Rector international Policy, Vrije Universiteit Brussel (VUB)

Open discussion (30') =>17h20 -17h50

17h50 – 18h40

2. Concluding panel for selecting operational recommendations about Innovation and IPR cooperation at EU-CELAC level

Chair person:

Todd Davey, Director of Strategy, University-Industry Innovation Network (Amsterdam) (5')

Working group: (5' each => 17h55 – 18h30)

- Roberto Escarré (University of Alicante and Consortium leader of the Latin American IPR SME Helpdesk),
- Paolo Baldan (Senior Advisor in EUROCHAMBRES and consortium partner of the Latin American IPR SME Helpdesk),
- Christian Ghymers (President of IRELAC),
- David Rampersad (University of the West Indies)
- Jan Cornelis – Vice Rector international Policy, Vrije Uiversiteit Brussel (VUB)
- X a representative of the Latin American Academic Community (TBC),
- Peter Hill (President AICO), representative of the CELAC Business Community (TBC)
- X representative of the EU Business Community (TBC)

Questions from the audience to the panellists (15')

Conclusions by the Chair: (10') **Operational Proposals for an action Plan**

19h00 Networking Cocktail

Access to the Seminar is free of charge, but under registration. The Seminar will be taped and transmitted in streaming. Working languages: English – Spanish