



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



Monday 8 June / 14:15 – 19:00

EUROPEAN ECONOMIC AND SOCIAL COMMITTEE

Rue Belliard 99 Belliardstraat – 1040 Brussels
(room JDE 52 – building Jacques Delors)

13:45 Registration and welcome

14:15 Welcome Addresses

ARNALDO ABRUZZINI, Secretary General - EUROCHAMBRES

VICENTE DONATO, Director of the SME Observatory, Argentina.

FRANCISCO CABALLERO, DG GROW, European Commission

14:45 Opening Address from LAC representative

Strengthening research capacities and innovation

ALICIA BÁRCENA, Executive Secretary of CEPAL

15:00 Keynote Speech

Los paraísos de conocimientos abiertos y la propiedad intelectual

RENÉ RAMÍREZ GALLEGOS, Minister of Higher Education, Science,
Technology and Innovation of Ecuador, President of CELAC

**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)

15:35 Coffee Break

**15:50 Towards a new model of partnership University-Industry-
Government in the framework of the EU-CELAC relations**

CHAIRPERSON

MARGARETHA MAZURA, Secretary General EMF, The Forum of e-Excellence

ISSUE PRESENTERS

**Spurring access of local firms and SMEs from both regions to Global Value
Chains – Importance of the innovation and IPR**

CARMEN AGÜERO CASTAÑETA, Coordinadora de Proyectos, Vicerrectoría de
Investigación y Postgrados, TEC of Monterrey, México

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

ELI SALIS, IP Lawyer from Landwel - Price Waterhouse Coopers, Alicante, Spain

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

What Industry wants to tell to the Bi-regional Summit

MAURA CLARAMUNT, Commercial Strategy and Management of R&D Services at ACCIÓ – Spain, EU industry representative

VICENTE CARUZ, President EUROCHILE, CELAC industry representative

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)

17:30 Open discussion + coffee break

18:00 Concluding panel for selecting operational recommendations about Innovation and IPR cooperation at EU-CELAC level

CHAIRPERSON

TODD DAVEY, Director of Strategy, University-Industry Innovation Network (Amsterdam)

WORKING GROUP

ROBERTO ESCARRÉ, University of Alicante and Consortium leader of the Mercosur IPR SME Helpdesk

PAOLO BALDAN, Senior Advisor in EUROCHAMBRES and consortium partner of the Mercosur 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)

CARMEN AGÜERO CASTAÑETA, Coordinadora de Proyectos, Vicerrectoría de Investigación y Postgrados, TEC of Monterrey, México,

VICENTE CARUZ, President EUROCHILE, representative of the CELAC Business Community

MAURA CLARAMUNT, Commercial Strategy and Management of R&D Services at ACCIÓ – Spain, EU industry representative

18:30 Questions from the audience to the panellists

18:45 Final words by the Chair

Operational Proposals for an action Plan

19:00 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 – Portuguese

(with simultaneous translations)

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, the IRELAC (Institut Interuniversitaire pour les Relations entre l'UE et les pays d'Amérique Latine et des Caraïbes) and the European Economic and Social Committee (group of employers)

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 during the second half of 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.